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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

Vol. LXXXI

NEW YORK, OCTOBER 24, 1912

No. 4

Another type of the almost advertiser is the man who fears that people will be too busy or too idle if he advertises now; who thinks of advertising as something that should catch the buyer in the act or it will be a failure.

This man may carry in his own mind favorable opinions of many things which he has never yet possessed, but he altogether fails to realize that other people are like him in this respect, and that to have his article favorably placed in their minds means a great advantage and ultimate success.

Let us say the axiomatic once more: The man who succeeds in advertising is the man who makes advertising a part of his regular routine and depends on it to reach other people while they are engaged in theirs.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

Cleveland

An Apology to the Cows of Wisconsin

This is to right ourselves with the cows of Wisconsin: we have done them an injustice.

Some weeks ago we stated in an advertisement that Wisconsin cows annually produced more wealth than all the gold mines of Colorado, California and Alaska.

We wish to amend that statement.

The value of Wisconsin's dairy products not only exceeds the value of the gold output of those three great mining centres, but—it exceeds the value of the *gold* and *silver* outputs combined.

So if you have a hankering for mining operations—

Start in Wisconsin

The Wisconsin Agriculturist will prove your most effective tool.

By using it you can reach 60,000 prosperous farmers.

Now that word *reach* is a much abused term.

It applies equally well to the subscriber who picks up a paper for half an hour's amusement and the one who reads systematically *for profit*.

So consider this—

85% of our subscribers renew their subscriptions.

50% of our subscribers have paid *in advance* for from two to five years.

Then if you will recall how many (?) papers for which you pay your good money out on two to five years advance subscriptions, we will let the argument rest right there.

Nough said.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wis.

George W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXXI

NEW YORK, OCTOBER 24, 1912

No. 4

WHAT I'VE LEARNED BY VISITING DEALERS

LIGHT OBTAINED ON THE PROPER DIVISION OF WORK AND EXPENSE BETWEEN ADVERTISER AND MERCHANT—DESIRABLE DEALERS HAVE ESTABLISHED POLICIES WHICH MANUFACTURERS LOOKING FOR CO-OPERATION MUST REGARD—DEALERS WARMED TO THE "ADVERTISING MANAGER," BUT SHOWED NO ENTHUSIASM FOR "SALES MANAGER"

By Robert A. Holmes,

Manager, Advertising and Sales, The Crofut & Knapp Co., New York.

It is a simple thing to get the co-operation of the dealer—it all hinges on what co-operation means. I haven't a dictionary handy, so I cannot give the book-meaning, but it means team work, each fellow doing his share to bring about a certain result. If there is money to be spent, co-operation means that each shall chip in what is rightfully due. It certainly does not mean that the manufacturer shall do all of the work and spend all of the money, while the dealer does the heavy sitting around; nor does it mean that the retailer shall plug the manufacturer's game simply because his product has been expensively advertised. Co-operation implies a proper division of the work or expense according to the value of the result to the interested parties.

Now, what is the result to be aimed at? Right here is where the advertising manufacturer is apt to stub his toe. If he thinks that a dealer will throw into the scrap heap an established policy which has worked well in building up a successful business simply because the manufacturer has enjoyed the sensation of seeing his name played up in big type, he has another think coming. The

dealer is going to do just what he considers best for his own interests and no more. Neither will he do a whit less. And if that is not the attitude in which he approaches the subject of advertised merchandise his trade is not worth having. This is the businesslike position for him to take and it is the way he has solved every proposition that has ever been presented to him.

Let's discard the black robe with the sun, moon and stars applied on it, shake the high conical hat, chuck the crystal globe out of the window, draw the curtains back, let in the blessed sunlight and get sensible. The dealer is going to co-operate exactly as far as co-operation serves his purpose and if, for a time, we succeed in fooling him, the bigger fools, we, in the end. This, then, is the right point of view: *How can we make our proposition serve the dealer's purpose?* In these days when merchants grow more hard-headed every minute, to be on the safe side we had better figure on making our proposition *indispensable* to the dealer. Therefore, if we would get the co-operation of the dealer our merchandise must be more desirable than the other fellow's. It must, when the "cons" are set over against the "pros," show a good balance on the "pro" side.

WHAT IS THE DEALER'S POLICY?

Publicity is a whole lot, but it isn't everything. Lots of factories are doing a rushing business without a dollar spent for publicity. Advertising isn't all printers' ink in public journals; a big proportion of it is grey matter spent in getting the advertised merchandise in line with the dealer's policy. I don't know how other advertising men have found it, but I do know that it is a doggone

hard thing to create an actual demand in the retailers' store; to send men into the hatters' to ask for Knapp-Felt hats. Of course, there are some inquirers, God bless them, a good many, maybe; but if advertising only makes it easier to sell a hat with "Knapp-Felt" in it I guess that is about all we have a right to expect from it. Whenever a dealer hunts me up to say nice things about our publicity, I know just what is coming. He almost invariably adds, "But, isn't it funny, with all your advertising I don't believe I have had six men come into my place and ask for Knapp-Felt hats!" But, he carries them and his business with them is growing every year. Publicity makes out what the lawyers call a *prima facie* case, but it must be backed up by sound evidence to convince the jury—the hard-headed business man.

In the first place, after you have filled yourself full of your own proposition, make just as careful a study from the dealer's viewpoint—know his interests as well as you know your own, and the longer you ponder the subject the surer you will be that you have no interests outside of his. The best way to absorb the dealer's viewpoint is by a personal visit—in fact, I believe it is the only way.

I have just completed a series of tours which have taken me to practically all of the principal cities in the country. I have come back, not a sadder but, I trust, a wiser man. I made the trips with our various salesmen and at the outset I was struck with an interesting situation. Where I was introduced as "our sales manager," I was received politely, but without any particular cordiality, but when the salesman said, "This is our advertising man," the handshake was warm and hearty and the dealer invariably bubbled over with interest.

To the dealer the sales manager was the official whose duty it was to get the merchandise *into* his store, while the advertising man's business was to move it *out* at a profit. The sales manager put the

dealer behind a mask of reticence, but to the advertising man the guard was down. The sales manager was accorded a polite hearing, but the advertising man was taken by the arm into the private office with the cigars in the third drawer on the left-hand side.

LOGICAL MAN TO SECURE CO-OPERATION

This was an enlightening state of affairs. The very fact that the advertising manager came way out there to make a visit was accepted as evidence that the house was interested in the merchandise after it left the factory, and desired to help the dealer to dispose of it to his advantage. The point was that the factory was not so much interested in putting more goods into the store as in building up the business of the dealer. So it was clearly proven, to me at least, that the first step toward securing the dealers' co-operation should be taken by the advertising manager. My request of the salesmen was to "can" the sales manager for the rest of the trip.

The dealer's conception of advertising and, incidentally, of the advertising man's province, was shown very clearly by what in most cases was his first topic. "What do you think of our windows, or, of the store front, or, the arrangement of the stock or fixtures?" or, "I'm going to take in the store next door; how do you like this for a lay-out?" or, "Here's where I keep your stuff. Can you suggest any arrangement that will show it better?" or, "Hats are going fine, but my shoe business doesn't seem to be making any headway. What do you think is the reason?"

These are not fancy questions made up out of my head, but real nuts handed out to me. I have been fairly well satisfied with my suggestion in reply to the last question mentioned.

"Well," I said, "I think your shoe department ought to be some place else instead of right up by the front door. You know, the French dandy said, 'A hole in your sock may be the accident of the moment, but a darn is pre-

Continuous Advertising A Quality Guarantee—

A woman goes to a store. She buys a dozen of this, a jar of that, a package of the other, and 10 yards of something else.

She needs no salesman's guidance, suggestion or persuasion.

She orders each article by name, brand or trade-mark. And does it confidently with a taken-for-granted assurance as to quality which continuous advertising has produced.

Hundreds of thousands of families have been made familiar with the guaranteed quality of hundreds of trade-marked products through the advertising in *The Delineator*, *The Designer*, and *The Woman's Magazine*.

These advertising announcements form an integral part of the information women look for in

The Butterick Trio

Robert D. Cunningham

Advertising Manager
New York

James A. Townsend, Western Mgr.,
First Nat'l Bank Bldg.,
Chicago.

E. G. Pratt,
New England Mgr.,
149 Tremont St., Boston.

meditated economy of which no gentleman would be guilty.' I don't wear Holeproof socks, worse luck, and I would not want everybody who came in the front door to see the accident of the moment nor my premeditated economy."

I am not saying how I came off in the continuous string of questions and requests for advice, but I can say that if there are to be any flying colors bluffs won't go. They are quick to detect the false ring of the counterfeit—those shrewd retail merchants.

And how it does help along if this first step toward mutual understanding and, therefore, hearty co-operation, leaves an impression on the dealer's mind that here is an earnest, honest effort on the part of the manufacturer to see his proposition from the standpoint of his customer!

THE JUST PLAN OF CO-OPERATION

The advertising manufacturer who has succeeded in so saturating his proposition with attractive personality that his customer sends a "God bless you, I wish I could make it twice as much" with every order is on the sunny side of Easy street. The other man in his line who has so handled his business that his patrons send orders to him simply because they feel obliged to carry his merchandise is getting ready to move to 23 Side street. Nothing contributes more to the attractiveness of a business personality than a well-arranged, just scheme of co-operation. My experience has proved to me this bit of practical psychology: It is much more productive of good results if you can, in a measure, put yourself under obligation to your customer than if you put him entirely under obligation to you. A man does not like to be in debt any more for business favors than for merchandise or money, but nobody objects to that warm glow which comes from the consciousness that it is more blessed to give than to receive.

I discovered from coming into personal contact with our customers that the live merchant is not

only willing but eager to co-operate. The exceptional cases are those who are disposed to claim everything in sight and insist on their view of the duty of the manufacturer to do everything in the way of promoting the sale of his merchandise and to do it in the customer's way. I have found that it is the wisest course to turn down firmly, but as pleasantly as may be, such propositions. They are positively not the best producers of growing business. When you do it all you not only invite competition from those people found in every line of business who will do more than you can, but you are obliged to compete with yourself every season. The problem is to furnish the proper ammunition in the proper amount to the extent that the dealer can wisely use.

I am forced to conclude that it is not wise for us to advertise for the dealer in the local newspapers and my reasons appear good to me in connection with our particular proposition. Newspaper advertising is the dealer's best medium of publicity, and when you take this from him you destroy the best and most natural form for his co-operation to take. He will not stop the use of newspapers himself and he is very apt to use his space in pushing some line in competition with yours. Why not? He wants all the trade he can get, and if you are boosting your merchandise in the papers why should he not promote the sale of something else?

An even stronger reason is that when the newspaper publicity is paid for by the dealer he becomes, in a sense, a partner in the enterprise and his interest does not stop there. He instructs his window trimmer to feature the goods he is advertising and insists that his salesmen shall push them. His pride is aroused and his business judgment is at stake. He has made an investment and the only way he can get dividends on it is through the sale of the merchandise. If the manufacturer does all of the advertising the merchant is disposed to wait for results, while he is free to give his whole atten-

tion to pushing other articles. He is relieved from any sense of responsibility for the result.

The dealer's field of advertising is somewhat limited. There are the street cars, which, after all, are a form of national advertising—immensely valuable, however, whether used nationally or as a local medium. For our purpose, or, for any other advertiser who does not confine his sales to one dealer in a city, they do not strike me as practical for the purpose under discussion. With the constant additions to our list of cus-

tomers it would not be possible to mention every merchant who carries Knapp-Felt hats, and, at best, it would be a clumsy and awkward layout, to say nothing of the danger of incurring the hostility of the superior - feeling fellow who would object to the association of his name with that of the deserving but less tony chap around the corner. We have left, then, billboards, the dealer's mailing list and windows.

WHERE MANUFACTURER MAY GIVE
ADVERTISING HELP

Here we have the legitimate field for the manufacturer's contribution to the co-operative partnership—the mailing list and the windows. The use of the mailing list has been a sort of hobby with me and I enjoy riding it. Our experience has proved beyond question that in the use of the mails for advertising the surface has been barely scratched, at least in our business. In one way it has been overworked, but the manufacturers of waste baskets will fall

upon lean times when the same amount of intelligent study is put into mail matter as now goes into other forms of advertising. The catalogue, for instance. Can you expect a dealer to display very much enthusiasm over the distribution of a booklet which pictures and describes everything the manufacturer makes without regard to whether or not more than ten per cent of the styles are carried by the dealer? Results from such a catalogue are mostly trouble and confusion. More likely than not an inquiry inspired by it would be

for some article not in stock with resulting embarrassment and suspicion of bad faith. The idea that such a catalogue will compel the merchant to carry the full line is a fallacy. What it will do is to inspire a request from the dealer to cut it out. Another objection to such expensive pieces of literature is that if they are shipped in bulk to the dealer they rarely get as far as the mail box.

Our plan avoided these objections. We sent an attractive circular to each customer inviting him to send to us his mailing list and agreeing on our part to address, stamp and mail to each name an attractive loose-leaf catalogue illustrating the styles he carried in stock and not an indiscriminate assortment of everything the C. & K. shop turns out. The only expense to him was the postage at one cent per copy. The response was gratifying. A large proportion of our customers sent in their lists, insuring a wide distribution of a catalogue of our merchandise with the easiest way



THE hats shown in this portfolio are our exclusive selections from the Crofut & Knapp designs for Fall and Winter 1912-13. Each shape pictured is made in a variety of proportions, colors and textures. Among them is a becoming hat for you and we should be pleased to assist you in its selection.

In addition to the Crofut & Knapp productions, our offerings include everything needful in headwear—many things that you will not find elsewhere. If you do not know us, we should highly appreciate an opportunity to demonstrate our ability to serve you intelligently.

Jud McCarthy

Peru, Ind.

SHEET OF LOOSE-LEAF PORTFOLIO SUPPLIED DEALER, ENVELOPE SIZE

Why Does the NEW YORK Misleading Statements Ab

*The following from an advertisement of the
New York World:*

"The immense, result-producing circulation of the New York World is recognized as an indispensable feature of dry goods advertising to the extent that it has created a noteworthy record—to the extent that it gained in the first nine months of this year over the same months of 1911 over one-half million lines. I show here the figures giving totals of dry goods advertising published by the World and the Herald for the first three-quarters of this year and 1911:

DRY GOODS				LINES
World, 9 months, 1912	-			6,102,256
" " " 1911	-			5,585,956
World gained	-	-	-	516,300
Herald, 9 months, 1912	-			2,782,213
" " " 1911	-			2,676,516
Herald gained	-	-	-	105,707

The above statistics show that the World published in the first nine months of 1912 over 3,320,000 lines more dry goods advertising than its next more important contemporary. Taking into consideration the September advertising records of the same two newspapers, I find that the World led the Herald in this class of business for the single month by over 359,000 agate lines."

"The World's supremacy in dry goods business shows that it towers way above its contemporaries as a tried and continuous result producer."

"Foregoing statistics include evening editions."

WORLD Deliberately Put Out About Advertising?

New York World Overlooked Some Figures!

The World's figures are from statistics furnished by the New York Evening Post. On the same sheet were the following figures, **which the World, as usual, overlooked:**

DRY GOODS	LINES
New York American, 9 months, 1912, -	6,372,096
New York American, 9 months, 1911, -	5,270,626
American Gained - -	1,101,470



Not only published more "Dry Goods" advertising than the World or Herald, but gained nearly half a million lines more than the World and Herald combined, and at rates which are necessarily higher than either the Herald's or the World's.

"Foregoing statistics include evening editions."

of taking care of the resulting business. And the business came, too. In almost every case the dealer reported better results than he had before accomplished from advertising. One extreme case showed more sales from these loose-leaf catalogues than from the cumulative effect of years of newspaper advertising of two other brands. But, more of that phase of the subject later.

The plan presented some difficulties, the principal one being the collating correctly of the loose leaves to represent the styles selected from our wide range by different customers. When you consider that our salesmen carry in their trunks about three hundred samples from which a dealer makes his selection it may readily be seen that unless some attention was given to the matter either we would be swamped by the expense of preparation or by the detail work of distribution.

The solution was simple enough. Experience proves that the percentage of "sellers" in the line is small. The salesman gets an idea of what the popular numbers are and pushes them, the occasional departures being generally variations which are not perceptible to the uninitiated. The pictures are drawings from a model and it is easy to have some of the hats so posed that they will suggest with sufficient vividness a number of styles which have general characteristics in common. Thus, by selecting the popular numbers which everybody buys and using the drawings with the broader application, we have a sufficiently small variety which is also sufficiently large and sufficiently representative to cover the needs of the catalogue. With the addition of an attractive cover and an imprint leaf which carries the dealer's name at the bottom of a page of type-matter setting forth the advantages of the shop as headquarters for all that is best in headwear we have the loose-leaf catalogue which has done the business. It was printed in two colors on paper of fine quality.

Besides the loose-leaf catalogue we furnish a variety of snappy

envelope fillers and bundle slips. In the preparation of these dignity was not thrown to the winds, but was relaxed. A touch of frivolity was allowable in a leaflet from which only casual attention could be expected. The colored illustrations were carefully drawn and the copy was as attractively epigrammatic as possible. The slips were imprinted for important dealers who could use a sufficient quantity to make it worth while.

[In his next article Mr. Holmes will tell how he used the dealer's windows with several original schemes which have worked admirably.]

HOW GOOD THINGS LOSE QUOTATION MARKS

B. W. PARKER
225 Fifth Avenue.
New York, Oct. 12, 1912.

Editor of PRINTERS' INK:

If "imitation is the sincerest form of flattery," then word-for-word appropriation of an author's statements (without credit) must approach the vanishing point of courteous appreciation.

I enclose two clippings. The first was quoted in a recent issue of *Batten's Wedge* (and re-quoted in October 10th *PRINTERS' INK*) as the deductions of G. W. Hopkins, "Specialty Manager" for the Loose-Wiles Biscuit Company, about what a good name should be.

The second is an excerpt from an article by the writer (appearing on page 82 of your December 14, 1911, issue of *PRINTERS' INK*) entitled "Dollars and Sense in Picking Trade Names."

We are confident that a comparison of the clippings will suggest an impressive moral.

B. W. PARKER.

GEORGE BATTEN COMPANY.
New York, Oct. 15, 1912.

Editor of PRINTERS' INK:

In *PRINTERS' INK* for October 10 you published a set of rules applying to a trade name or trade-mark, crediting them to G. W. Hopkins, of the Loose-Wiles Biscuit Company, Bakers of Sunshine Biscuit.

Undoubtedly, you clipped the article from the September issue of *Batten's Wedge*. We regret to say that through an oversight of our editor, we made it appear that Mr. Hopkins had compiled these rules. He did not nor has he made such a claim. He simply quoted them in a letter to us and our editor thought they were good enough for the *Wedge*, but did not notice that Mr. Hopkins quoted from someone else.

The rules were originally written by B. W. Parker, and appeared in *PRINTERS' INK* December 14, 1911. They certainly must be all right for *PRINTERS' INK* to publish them twice.

C. C. LEFFINGWELL.
GEORGE BATTEN COMPANY.

PROVING TO THE MERCHANT THE CASH VALUE OF CO-OPERATION

DEALER IN SMALL TOWN ONLY JUST BEGINNING HIS EDUCATION—GENERAL ADVERTISERS INFLUENTIAL IN TEACHING HIM WHERE HIS EFFORTS MAY BE DIRECTED—MAKING THE COUNTRY MERCHANT UNDERSTAND WHAT TRADE-MARKS MEAN MONEY IN HIS POCKET

By Roy B. Simpson,

Adv. Mgr., Roberts, Johnson & Rand,
St. Louis.

During the last fifteen years the writer has taken part in a number of campaigns promoting the sale of articles of everyday use. The distribution of such articles has not been confined to any class or locality, but has been very wide, covering all classes of people from farmers and small town folks to people living in our larger cities. In every campaign it has been found that the merchant in the large city wants the manufacturer's co-operation and is willing to give his in return, but in the small places the rank and file of the merchants ask everything and give nothing in return.

One manufacturer of an article of popular wear does ninety per cent of his business with merchants in towns under 25,000 population. This manufacturer is using a large list of publications reaching the small town field. The combined circulation of this list is nearly eight million homes, and this means advertising to about forty million people. Besides this big consumer campaign the manufacturer furnishes many supplementary helps which are given to the merchant free of cost.

A year ago 15,000 small town merchants doing business with this concern spent on an average of about one dollar of their own money for advertising this product locally, but by patient, persevering work these same 15,000 merchants have been persuaded to do a little better and this year their average expenditure for local advertising will be about five dollars.

Let's see what the country merchant thinks of this proposition. Note his attitude toward the manufacturer who tries to get his co-operation.

The merchant comes to the city to buy his fall and winter stock. The salesman introduces him to the advertising manager and says: "Mr. Ad Man, here is Mr. Smith. You will find him a live advertiser." But when the manufacturer's campaign is fully explained and a proof sheet of attractive advertisements is shown to Mr. Smith with a request that he publish some of them in his local newspaper, he turns red in the face and says: "If you folks want your goods advertised in my town, you ought to do it at your own expense."

In this particular illustration the advertising manager had data at hand to show Mr. Smith that his concern was advertising to the people of that community once or twice every month in the year and Smith was supplying less than twenty per cent of the people of his community with this line.

The advertising manager then said: "Mr. Smith, suppose I walked into your store and told you I had left fifty dollars in gold at a hollow stump five miles down the road and it would be yours if you would only hitch up and drive out there and get it." Smith then replied: "I would bust the road wide open getting to a livery stable."

"Well," said the advertising manager, "I am offering you fifty dollars in extra profits. There is this much and perhaps more if you will only go out and get it. These four little advertisements here, which are duplicates of our own, will enable you to get this extra business. You cannot get it otherwise, and the cost for printing them in your home paper will be no more than the horse and buggy you are willing to hire to drive out in the country and get the fifty dollars in gold in the hollow stump."

Smith saw the point and used this series of advertisements and his business was largely increased during the succeeding season.

That merchant is now a good advertiser and his whole business is growing as it never grew before.

HOW ONE MERCHANT CAME TO SEE THE LIGHT

Another merchant in a town of 10,000 people in Illinois was handling a general line. His total volume of business was about \$60,000 a year. He carried a number of advertised lines, including a well-known make of shoes. A salesman of the shoe house walked into his store last January and the merchant told him he had decided to give up advertising—that he had spent three per cent of his gross business in 1911 and had increased his business only \$2,000.

The shoe salesman, who is a good advertising man, said, "Let me handle your advertising and I will get results. You fellows are too busy here to do it right. You are spending your money on your staples and are doing nothing to inform the people of your community that you are the special agents for the widely known trade-marked corsets, clothing, shoes, hats and shirts that you are selling."

In other words, that merchant was working along the lines of least resistance. The people of this community were going to his competitors and calling for the very articles on which this merchant had the exclusive sale. The business wasn't growing and the wise shoe salesman had sense enough to make his customer see the light. He took charge of the advertising and the first half of 1912 that merchant's business was increased more than fifty per cent. His shoe business was almost doubled.

Another national advertiser is reaching eight million families every month, but his product is bought by less than one million. Inquiries are received in large numbers every day from consumers wanting to know where they can buy the goods, and it is found that ninety per cent of these inquiries originate in towns where the goods are sold by one or more dealers. This is ample proof that the average merchant in the small

town field is not doing what he should to sell the people who actually want the goods he carries regularly in stock.

We who have a national distribution must advertise our goods in a national way. We still have the substitution evil to combat and we will always have it until we can make the merchant realize that he should do his part in supplying the demand we have created. When the national advertising manager asks the retail merchant to advertise his trade-marked lines locally he is urging the merchant to do himself a favor. The merchant does not advertise the manufacturer, he advertises himself. He reaches out and gets the extra business that the manufacturer has created for him

PRACTICAL PRINTING ARTICLES TO APPEAR IN "PRINTERS' INK"

During the coming fall and winter, Gilbert P. Farrar will write a series of helpful articles for *PRINTERS' INK* upon the use of type, engraving, etc., in relation to advertising copy.

Articles to appear in coming issues will discuss these and other practical themes: The problem of improving advertising copy in trade journals; how to get effective variety in printed matter; the problem of handling the long, narrow column, either in newspapers or larger magazines; where the time is spent profitably in producing a booklet.

Mr. Farrar will also show how type-faces may be classified so as to enable the advertising man to secure a certain desired effect through the printed ad, even though he may not be intimately acquainted with the names of types.

Mr. Farrar's experience fits him admirably to handle this series in a helpful way. He was a printer at the case for several years, and in that capacity studied the problem of linking type more effectively to the essential selling message. He has studied the history of the development of type-faces and his articles in the printing trade journals have shown his entire familiarity with type, past and present. He is now director of printing for the Charles W. Hoyt Agency.

A knowledge of typography is not only valuable in designing and writing ads for magazines, newspapers and trade journals, but also in planning, formulating and "seeing through the shop" a great variety of printed matter, such as booklets, catalogues and follow-up literature.

Frank P. Foush, once advertising manager of the *Chicago American*, is now advertising manager of the *Los Angeles Tribune*.

CASE TO TEST POSTAL LAW GOES TO SUPREME COURT

By the device of sustaining a demurrer with leave to appeal, the case of the *New York Journal of Commerce* against the Postmaster General and others has reached the Supreme Court of the United States in what is said to be record time. Washington despatches state that it will probably be called for a hearing within a very short time.

A similar suit was brought last week by the Lewis Publishing Company, publishers of the *New York Morning Telegraph*. It was directed against Postmaster Morgan, of New York City, and asked for an injunction restraining him from enforcing the law requiring statements of ownership, circulation, etc. The same procedure was followed in this case as in the case of the *Journal of Commerce*. United States District Attorney Wise, as counsel for the defendants in both instances, interposed a demurrer on the plea that sufficient reasons had not been shown for declaring the law unconstitutional in a court of first instance. Judge Hand, of the United States District Court, thereupon sustained the demurrer and dismissed the complaint with leave to appeal. The original complaint of the *Journal of Commerce* was filed in the District Court at New York on October 9, and reached the Supreme Court on appeal, October 17.

Briefs in support of the motion to advance the cases for hearing were filed October 19. The complainants allege that the law is not only novel and drastic, but that it is an act to regulate journalism, and as the Federal Government hitherto has never attempted such legislation it is essential that the Supreme Court pass upon it at once. The question which the complainants want the Court to answer is expressed in the following language:

"How far can Congress under the pretext of exercising an un-

questioned Federal power, such as the power to establish post-offices and post roads, so exercise that power as to accomplish objects not within the scope of the Federal Government."

It is also contended that the use of the mails is a matter of legal and common right; that the complainant is entitled to use the mail in connection with the publication of its paper or its business equally with every other citizen, and it cannot be deprived of that right unless the matter sent through the mails and otherwise mailable, offends against the peace, health, morals, or welfare of the community.

In the endeavor to secure an official interpretation of certain points which are not at all clear from the text of the statute, PRINTERS' INK wrote to James J. Britt, Third Assistant Postmaster General, asking for specific definition of "paid subscribers," "religious, fraternal, temperance, scientific or other similar publications," etc. The following reply indicates that such definitions are still in the process of making.

POST-OFFICE DEPARTMENT
THIRD ASSISTANT POSTMASTER GENERAL
WASHINGTON
October 17, 1912.

MR. JOHN I. ROMER,
Editor of PRINTERS' INK.

I am in receipt of your letter of the 14th instant, requesting the various holdings of this Department on the matters involved in the newspaper and periodical returns required to be filed semi-annually by the Act of August 24, 1912, and in reply will say that such regulations have not yet been formulated in a body, the holdings covering a great variety of points as they arise, but as early as they are susceptible of definite and permanent form, I will see that a copy is mailed to you.

Very respectfully,

JAMES J. BRITT,
Third Assistant Postmaster General.

LAWSON APPOINTED AUTO STROP SALES MANAGER

The AutoStrop Safety Razor Company has appointed Bevan Lawson as sales manager for the United States.

Mr. Lawson has for several years been at the head of the Canadian sales department and will continue in that capacity, combining it with duties here. Mr. Lawson will conduct both the Canadian and United States selling forces from the New York office of the AutoStrop Safety Razor Company.

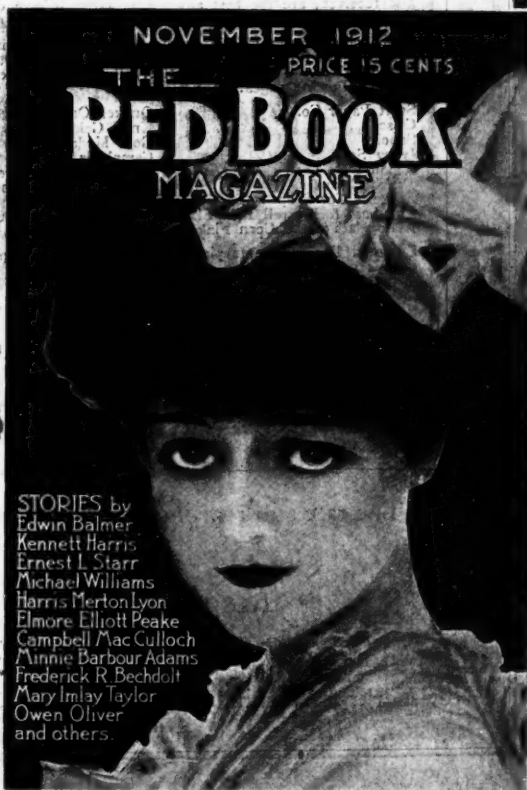
FICTION

“is to the grown man what play is to the child; it is there that he changes the atmosphere and tenor of his life”

“depicts the fatality of distant events, the stream of national tendency, the salient framework of causation”

From “The Wisdom of Robert Louis Stevenson”

THE wisdom of
Robert Louis Stevenson
is reflected in each issue
of
THE RED BOOK
MAGAZINE



Service— and the Merchant—

Are you getting the Dealer Co-operation
that is described in this letter?

Good Housekeeping Magazine,
New York City.

Douglas, Wyoming,
October 4, 1912.

Gentlemen:—

Your Bulletins containing full page advertisements reproduced from Good Housekeeping Magazine, which I have just received, are the best advertising helps I have ever seen.

I am selling many of the articles, and if you continue this method of helping the dealer I shall probably stock most of them. I can use effectively three hundred each of the following pages:

Scott Paper Co.	Quaker Oats
Crisco	Knox Gelatine
Sapolio	Gold Medal Flour
Ivory Soap	Campbells Soup
Simon Pure Lard	Meadow Gold Butter
Dutch Cleanser	Heinz Baked Beans
Packer's Tar Soap	Borden's Milk
Burnham & Morrell Fish Flakes	Crystal Domino Sugar
Kellogg's Toasted Corn Flakes	

I should like my name placed at the top of each page in this manner—

For Sale by A. R. Merritt, Douglas, Wyo.
Guaranteed by the Maker, by Good Housekeeping Magazine and by us.

I will gladly pay for this service and assure you that every page will be judiciously used.

Very truly yours,

(Signed) A. R. MERRITT.

P. S.—Shipment may be made by freight c/o C. & N. W. at Chicago.

The rate still remains \$2.00 per line

Good Housekeeping Magazine

The Largest Class Publication in any Field

New York Washington Boston Chicago

"MOTHER EARTH" VS. "BLUE SKY" COPY

WHY THE AD THAT DEALS WITH FACTS INTERESTINGLY IS THE WINNER—THE FOLLY OF FILLING VALUABLE WHITE SPACE WITH MERE WORDS, HOWEVER CLEVER—HOW SOME RECENT ADS HAVE SCORED BY A SKILFUL PRESENTATION OF FACTS—WHAT THE READER CAN GET OUT OF AN AD THE BEST

By Humphrey M. Bourne.

Asked a prominent advertiser the other day: "What is good copy? Who can tell beforehand just what such an advertisement will do—why it will do it—and if it is a success to-day will it be so a year from now?"

The successful advertisement is something like the successful man—it is successful through *striving*. Every advertisement written with plenty of forethought and a careful study of conditions may not be successful; but, you can chalk this down: the advertisement that is successful is one that does contain as much perspiration as inspiration.

Isn't it a fact that very often more importance is attached to "making up" a list of mediums to carry advertising approximating thousands of dollars than there is in preparing the advertisements that the mediums are to carry? After all, space bought at so much a line is only raw material. It is what goes in the space that makes it worth that much—or not.

Filling carefully planned space with careless copy is like buying a costly site on Broadway for the erection of a peanut stand. If the article warrants the expen-

diture of so large an amount for mere space, it surely stands to reason that the quality of the copy should be fully in keeping with the cost of the space, and that the advertisements should be written as a complete series, and follow one another in natural sequence.

Let's start with the illustration:

If the ad is to be illustrated, it is with the thought that the picture is intended to catch the eye and tell the story of the ad at a glance. Because of this, the illustration cannot be too carefully thought out, nor too well executed. It bears the same relation to the advertisement as does an imposing front to a bank or other public building. It is there to attract—to lead you inside. It might also be called the window of the ad, since through it the article is to be displayed to the public.

To pay thousands of dollars for white space only, and then kick on paying a few dollars more for a really good drawing, is mighty

If Electricity Were a Liquid

If electricity were a liquid you could see the leaks.

If you are reading this by the light of an old style incandescent lamp, there's a big leak near you—in the lamp. You can't see it. But two-thirds of the current available for light is dripping away.

Are you paying for it? Before the National Mazda 45 lamp was perfected every user of incandescent lights was obliged to pay for current that never did him any good. Every carbon lamp leaks. National Mazda 45 lamps stop the leaks. With the same amount of current, a National Mazda 45 lamp will give you three times as much light as a carbon lamp.

NATIONAL MAZDA THE QUALITY LAMP

With National Mazda 45 lamps the New York Subway is now three times as brightly lighted as it used to be—but the cost for current has not been increased a penny. On last, housing every National Mazda 45 lamp on being provided all the time, not only do not break and continue to give their triple volume of light.

National Mazda 45 lamps made it possible to light automobiles by electricity because they can be operated by small equipment carried in the car. Carbon lamps cannot—so much current leaks away.

National Mazda 45 lamps are being used in the brightest homes as well as in the darkest roadways, offices, factories, stores and in electric signs.

They look like Stars of Electric Light.

They are made of glass and contain a small amount of gas.

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Wherever more light, better light, whiter light is needed, National Mazda 45 lamps give it—three times as much as carbon lamps—at the same cost for current. If your home is lighted by electricity this is your personal problem—see that you can correct it—use National Mazda lamps. They fit any socket, burn in any position, stand shocks and jostle don't fall miserably in efficiency don't discolor with age, and give a more beautiful and delightful illumination than you can possibly get from carbon lamps. Now you can have three times as much light, or four times as much as long, or light three rooms instead of one—without paying any more for current—wash the lamps that do not leak—National Mazda.

They look like Stars of Electric Light.

They are made of glass and contain a small amount of gas.

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AN INTERESTING SUPPOSITION, ILLUSTRATED

Proof That POWER Readers Buy From POWER Advertisers

WEEK after week POWER has shown its readers the importance of carefully studying the advertising pages—

Has shown them that only reliable products could be profitably advertised—that only advertisements which “belonged” would be inserted—that full confidence could be placed in any machines or devices they saw advertised in POWER.

POWER has shown its readers *why* to buy from POWER advertisers—the proof that *they do buy* is contained in the ready-to-be-shown letters we are continually receiving from our subscribers telling of purchase after purchase directly influenced by advertisements in

Issued
Weekly

POWER

Circulation
32,000

THE five quality-circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,700.

American Machinist (1877)

Devoted to the work of Machinery Construction. Circulation 24,000.

(Power 1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 9,000.

Here for instance is part of a letter from C. G. Scott of Wales, Wis.—

“I’ve bought pump valves of Jenkins Bros., gaskets of McCord, lubricators from Greene Tweed, packing from Garlock, ventilators of Burt, steam pumps from The American and look which way I will in my plant I find something that I have either bought directly through advertisements in POWER or through knowledge gained from advertisements read.”

The “items bought” may differ but the letters, one and all, prove that POWER readers have *buying influence*.

You must reach “buying influence” to secure the utmost value out of your advertising—and in the power plant field POWER offers you the means, at least cost per reach.

Put it to the test.

HILL PUBLISHING CO.



505 Pearl Street
NEW YORK CITY



Costs More to Make An Impression Nowadays

"Advertising today, it would seem, is a harder proposition than 24 years ago. In other words, to launch a new campaign means much more effort and money; in fact, I believe ten thousand dollars would have made more impression 24 years ago than one hundred thousand dollars today."—W. G. Snow, Advertising Manager, International Silver Company

The high cost of advertising has kept pace with the high cost of living, going up, up, up each year—more mediums to use—more competition in selling and advertising to reckon with. No wonder many National advertisers are bewildered as to what is the best move to make next.

Concentrated or Locality Advertising will help to solve your problem. By covering the country thoroughly in sections you make firm your selling and advertising foundation before proceeding broadcast. The unit system of advertising is a safe and sane procedure, and leading Manufacturers are studying this proposition because it means the elimination of unfavorable territory and the selection of intensive sales centres, wherein advertising can be made a profitable part of the selling organization—no waste energy.

Montreal, Philadelphia, Washington, and Indianapolis, are four important centres that can be covered economically from a newspaper standpoint. The Manufacturer who wants to "pull up" the sales efficiency of his products in these cities can demonstrate to his own satisfaction by a little investigation that localized advertising concentrated in the following high-grade *evening* newspapers will be an important factor in the situation.

The Montreal Star - - - covers Montreal
The Philadelphia Bulletin - covers Philadelphia
The Washington Star - - - covers Washington
The Indianapolis News - - covers Indianapolis

I would like to submit an economical plan covering newspaper advertising in any or all of these cities to any Manufacturer who has distribution or is considering getting distribution in these markets. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

BIGGER THAN ALL OUTDOORS

THE COUNTRY GENTLEMAN helps the farmer be a better farmer. It is preëminently a publication of the great outdoors.

But it is bigger than that. It touches intimately the indoor life of the farm, the home and its furnishings, cookery, needle-work, clothes-making and the other interests of the woman—the church, the school, the grange, farmers' clubs and all those phases of community life that make the country a better place in which to work. It interprets politics, clarifies problems of transportation, treats sanely of postal service and other economic topics of dollars-and-cents importance to the farmer.

It is of the lamplight as well as of the sunlight.

The inference should be clear to all manufacturers of commodities—whether or not strictly farm utilities—which an intelligent, prosperous American family demands.

THE COUNTRY GENTLEMAN is more than a specialized publication. It makes an appeal over and above that of everyday farm routine. It goes not merely to the farmer and his hired-man, but through and through the family, and then is read over and over again by the farmer himself, in slippered ease at evening. For through it he sees not only greater opportunities on his own farm, but also a vision beyond his own fences, beyond his own county, beyond his own State—even beyond his own nation.

THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation 1,750,000

THE SATURDAY EVENING POST, circulation 1,900,000

THE COUNTRY GENTLEMAN, *present* circulation 113,000

Here's an actual ad of a certain shirt. Change it to neckties and we have:

NEMO NECKTIES

They give you the confidence of a good appearance—

You can have better neckties than you've been accustomed to, and not pay a cent more than your accustomed price.


Nemo Neckties have altered the entire scale of values. They positively give you Quality, Style and Cut equal to other good neckties at the next higher prices.

Endless variety of patterns, guaranteed absolutely fadeless.

Now, to make this a real shirt

there's some point about these shirts that could be specially featured. Without any vivid stretch of the imagination the ad as it now reads could easily be changed to one advertising anything from tools to cigars.

Advertising is news. A good news reporter writes up a fire so that you can almost smell the smoke. So the ad should be newsy—it should deal with facts, with just enough human interest "dress" to make them interesting. A genius may be able to prepare an ad right off the "bat"; but how much better would it be if he were to sit down, visualize, analyze, forget all "blue-sky" generalities that sound well but do not stick—take some one fact, have it well illustrated, and then tell about it from the reader's standpoint—keeping the argument so close to "Mother Earth" that the advertisement would be clear to all. In this way the white space would get a "run for its money" and more than justify its great cost.



This Hot Water Bottle Will Last for Generations

It's a permanent investment in health and comfort. Always in good condition, ready for use. Get one and your children will use it for their children.

The M. H. P. Aluminum Hot Water Bottle

As it stands erect, it can be filled without any coddling or bending of hands. Boiling water in it remains hot 12 to 15 hours.

Handsome, polished aluminum, all one piece. Lightest weight metal bottle made. Especially adapted for foot-warmer, for use at chamber or end of bed. Comes with Bag for carrying about with it.

It has all the advantages of a metal bottle over a rubber bottle—and these additional advantages over other metal bottles.

Fanning Sales Co., 117 WASHINGTON ST., BOSTON, MASS.

SPECIAL PAY ADVANCE—The M. H. P. Aluminum Hot Water Bottle is sold on an advance basis. The advance is \$1.00. The balance of \$1.00 is paid when the bottle is delivered. The bottle is sold at \$2.00. The advance is paid when the bottle is delivered. The balance of \$1.00 is paid when the bottle is delivered.

(a) It is better to stand on your feet. (b) One glass of mineral water is a good thing to have on your table. (c) The best thing to do is to get it. (d) Most people are wrong. (e) We have been in the market for a long time. (f) We have been in the market for a long time. (g) We have been in the market for a long time. (h) We have been in the market for a long time. (i) We have been in the market for a long time. (j) We have been in the market for a long time. (k) We have been in the market for a long time. (l) We have been in the market for a long time. (m) We have been in the market for a long time. (n) We have been in the market for a long time. (o) We have been in the market for a long time. (p) We have been in the market for a long time. (q) We have been in the market for a long time. (r) We have been in the market for a long time. (s) We have been in the market for a long time. (t) We have been in the market for a long time. (u) We have been in the market for a long time. (v) We have been in the market for a long time. (w) We have been in the market for a long time. (x) We have been in the market for a long time. (y) We have been in the market for a long time. (z) We have been in the market for a long time.

EVIDENTLY WRITTEN FROM THE READER'S VIEWPOINT

ad, why not say something definite about these particular shirts. If the sleeves are doubly sewn in—say so. If the shirts are a little longer than most—say so. If they tuck in more comfortably than others—say so. If the buttonholes are hand-worked—say so. If an extra pair of cuffs are given to be sewn on when the others become frayed—say so. Surely

NEW AUTO SALES ASSOCIATION

The intensified sales convention which was held in Indianapolis, October 8 and 9, has resulted in a permanent organization being formed called the General Automobile Sales Association. It has been decided to hold the next meeting in Detroit, and so the convention is to become an annual feature and fixture of the automobile industry. The organization was effected on October 9, when a committee of ways and means was formed, consisting of the following men: J. J. Cole, H. O. Smith, Homer McKee, John C. Wetmore, E. Leroy Pelletier, H. M. Sweetland, Hugh Chalmers, Roy Chapin, William Boyd, C. W. Mears, John Lee Mahin. It was decided to hold the next meeting in Detroit in 1913.

DENNETT, OF "QUEEN QUALITY," WITH SPAFFORD AGENCY

Chas. N. Dennett, formerly advertising manager of the Thomas G. Plant Company, manufacturers of Queen Quality shoes, has become associated with the Spafford Advertising Agency, John Hancock Building, Boston.

The Electric Vehicle Association of America will shortly establish a permanent office in New York for the purpose of inaugurating an educational campaign on the utility of electric power for trucks and pleasure cars. Hitherto this work has been chiefly in the hands of sellers of current.

The Ideal Place to Try Out a New Proposition—Brooklyn

When you are marketing a new product—or applying a new method to an old product—there are certain try-out campaign requirements that you want:

- (1) The most concentrated group of prosperous, representative homes you can find.
- (2) The city offering the closest relationship between its families and its newspapers.
- (3) The largest number of desirable families to the unit of cost price possible to obtain.
- (4) The liveliest and most easily covered retailers to the thousand of population.

When you come to Brooklyn in measuring cities by such analysis you will recognize that you have found the place you want.

It is a peculiarity now widely known that Brooklyn's papers are so close to Brooklyn home life that they serve as recognized journalistic models in that respect.

And Brooklyn as "a city of homes and churches" is so described in the geographies that children study the world over. In population it is next to Chicago—and as a special pet market for your goods, you should give it the most earnest care and attention.

Brooklyn is not New York, nor New York Brooklyn on your selling and advertising map. You can't reach Brooklyn people even half efficiently unless you use Brooklyn papers.

Let us go into the matter with you in detail.

Brooklyn Freie Presse

Brooklyn Daily Times

Brooklyn Citizen

Brooklyn Daily Eagle

Brooklyn Standard Union

SPECIAL PLANS THAT PREVENT PRICE CUTTING AND SUBSTITUTION

HOW ONE ADVERTISER CIRCUMVENTED THE COMPETITION OF THE PRIVATE BRAND—A REVISION OF HIS PRODUCT AND OF HIS PACKAGING MADE—A SPECIAL CAMPAIGN TO WIN THE TRADE OVER TO THE NEW IDEA—WHAT A COFFEE WHOLESALE DID TO GET RE-ORDERS FROM THE HOUSEWIFE

By W. W. Garrison,

Of the Hudson Motor Car Company,
Detroit

The manufacturer of a good high-grade household article was facing a double problem that seriously threatened his business. On the solution of it depended whether he could profitably continue.

First, his high class brands had to meet the competition of private and unadvertised brands. And he found that his appropriation for advertising, which was two per cent of the total volume of business done by the company, was not accomplishing the purpose.

Dealers who were handling his goods were cutting prices fearfully. It was a fifty-cent product, and the cutting had been going on for several years. Sometimes the cut in price ranged from twenty cents to twenty-five cents.

Large stores in the country's biggest cities—because his article was well advertised—used it as a leader. They featured it in their advertising copy at a reduced price. Jobbers' unadvertised private brands sold in the neighborhood of thirty cents.

He was conducting a fairly heavy newspaper campaign in most of the towns in which the product was sold, and his national advertising was also fairly expensive.

The cutting of price allowed unadvertised private brands to be substituted for his product. It gave a leverage for jobbers to work in their substitutes. Even though price protection were possible, this manufacturer figured,

would it be wise for him to adopt the price protection plan?

He doubted it. The business was in a chaotic state.

He made a personal visit to some of the department stores, and went straight into the subject with department managers. He even took the trouble to visit various stores in which the goods were sold. He bought his own product. And he bought those of his competitors. Every trade condition he studied thoroughly.

With the stores of the large cities and the stores of the small cities he found that the chiefest difficulty he faced was that the larger stores were cutting the price on it. People did not seem to want to buy it at the smaller stores, because it was advertised at cut price with the other stores.

The manufacturer made an extensive trip, getting in touch with trade conditions. He found that the smaller dealers were antagonistic toward the product, and department store managers, who sold the goods, were enthusiastic about it, because it gave them the opportunity to sell a well-known article at a cut price.

When he returned home, after becoming saturated with trade conditions and getting a thorough perspective on his market, he determined that several things were radically wrong with the way the product had been merchandised.

In the first place, the profit on the article was too long; it was too easy for the dealer to cut. The article was probably the leader in its field.

In the second place, the manufacturer decided that possibly fifty cents was too much to pay for the product, yet he did not feel that he could profitably merchandise it and sell it for less.

So he took an entirely new tack. He got up a new package. On it was the offer of a reward for particulars about anyone who fraudulently substituted another article for his, when the purchaser asked for his. The package also stated that no products were genuine, if sold at any other price than that on the package.

He reduced the size of the pack-

age approximately one-half, and gave a little over one-half the amount of the product that he had previously given in a fifty-cent package. The new package of the goods was to retail at twenty-five cents—almost the lowest cut price at which it had ever been sold.

From a theoretical standpoint, at least, he had taken care of the problem of substitution, by the fear which might be created in the clerk's or dealer's mind against substituting, when the customer called for this particular product. He also applied his own name to the product, in addition to the trade name which it had previously had, so that the descriptive part of the name was no longer predominant.

Yet it had the same selling value it had before. The addition of his name to the trade name was another fortification against substitution. He believed that the plan took care of the tendency to cut the price because of the statement on the package that no articles at less than twenty-five cents

were genuine, and because the profit—though a fair one for an article selling at this price—was now so short that it was unlikely that many dealers would care to cut the price.

But to drive his strategy home, to unseat substitution and price-cutting, it was necessary to utilize more forceful means than the mere preparation. He had been thinking for some time of a slight improvement in the product that gave it an additional function to that it already had. In planning his new system of merchandising he first incorporated this improvement in the article. As preparations went on, he waxed enthusiastic over the idea.

CONVERTING THE TRADE TO THE NEW IDEA

He issued a series of letters to the trade. The first of them announced the product as a new one. It told the new jobbing price and the new retail price. It inferentially laid stress on "the one price to all" idea. It told of the im-

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

provements of the article. It stated that the manufacturer insisted upon absolute fairness in dealing between jobbers and retailers. It enclosed an order blank for gross lots of the new product at the new price. The letter was a good selling letter. In clinching the order, the manufacturer offered to allow credit on all the fifty-cent packages which the dealer had in stock. Then he asked for the order, and called attention to the enclosed order blank.

Other letters followed this. One of them announced the policy against price cutting. The manufacturer told the dealer and the jobber that a cut in price by either would mean that they could no longer handle the line. The manufacturer called attention to the margin of profit, and explained the idiocy of cutting price, when it was just as easy to get the full price of the article.

The manufacturer decided that he needed something to ram home the news about his new article, and to polish off his policy on price protection. He had dignified the new package by calling it a more convenient size, and instead of leaving the fifty-cent package on the market he had taken that off completely.

In further pushing the new product the manufacturer decided upon a strong advertising campaign. Inasmuch as his chief difficulty lay in the larger cities, he decided that he would concentrate in newspapers in those towns. His copy had to be unique, and had to take care of the trade conditions he encountered. The text of the copy related to the new product and the new price. Both the new product and the new price were featured in the headlines of the copy. The revised name of the article was also told. Then in the last half of the copy came the statement that *at less price than twenty-five cents the best could not be secured*. Then followed a strong warning against substitution, which hinted at legal processes, should substitution be attempted by clerk or dealer.

A dealer's circular was there-

upon gotten up to show the advertisements that were to run in newspapers, and the large circular clearly established a point of contact between the newspaper ads and customer and the customer and dealer. It pointed out to the dealer that this was a revision of business methods, and that he was going to stand staunchly for it—that no deviation would be allowed.

He called attention to the fact that this was each dealer's protection, and that his profit was to be fortified.

A crew of salesmen was placed in one good Eastern market to try it out. Because the article was well known dealers were stocked heavily on the revised product.

Then the advertising was inserted in newspapers and immediately there was a rush of demand on the part of consumers for the new product at the new price.

The manufacturer watched the experiment closely. He even visited the market in which the proposition was being tried out. It was necessary in but three instances to discontinue business with retailers. One of them was a department store, and later this merchant decided that he would adhere to the manufacturer's policy against price cutting. The experiment was voted a decided success, for it paid a good profit on the investment in advertising and salesmen's time.

As quickly as the campaign could be shifted to other cities and worked there, it was done, and it had the effect of stimulating demand and of bringing the volume of business up to a figure greater than had been done when the fifty-cent article was at its height.

Undoubtedly the reason for its success in this instance was the fact that the product commanded a larger market because of the lessened price, and still it had an added advantage over the old market, because its quality had been improved.

This manufacturer is to-day known as one with whom the price cutting is a small matter. He

(Continued on page 32)

1/4 Page Sunday

1/2 Page Wednesday

In the **Los Angeles Examiner** exclusively, sold 6,000 razors for a Company, whose Manager writes: "This paper certainly delivered the goods at the lowest rate—results considered—at which I ever bought advertising space."

This experience is not unusual.
The

Los Angeles Examiner

has 10,000 more circulation Week Days and 45,000 more circulation Sundays than its nearest contemporary.

M. D. HUNTON
220 Fifth Avenue
New York

W. H. WILSON
909 Hearst Bldg.
Chicago



This is a Painted Sign, illuminated at night by electric reflectors

Its sole business is advertising.

It is frank and sincere, and does not approach you from any other angle of news, transportation or entertainment.

It is so big and imposing that it should be seen by every individual in the passing thousands.

It tells its story to anywhere from 100,000 to 300,000 people every day.

It tells its story over and over, introducing itself to new friends, and reminding old friends.

It is on duty just as diligently at midnight as at noontime.

It talks to the interested immediate buyer at the "point of purchase."

It talks just as earnestly to the uninterested and indifferent, when the cares and distractions of the day's business are over, and their minds are open to impression.

It works on Broadway, the "Great White Way"—the busiest street in the world—thus assuring maximum circulation.

It works every minute of every hour of every day—every day in the year.

It never tires; its attractive colors never dim; the fervor of its argument never weakens.

It is persistent, but patient and polite in its appeal.

Signs such as these are ready to work for you in all the prominent Squares along Broadway for \$5 to \$10 a day each—a 24 hour day—constantly alert in your interest.

The O. J. Gude Co., N.Y.

935 Broadway, New York City

has little difficulty with substitution now, for the advertised warning—which was also talked to clerks and dealers by salesmen—had its effect.

Another instance is that of a manufacturer of mantles for gas lamps who at one stroke both expanded his demand and killed substitution. Because the product was perhaps not as staple as other things, he was not bothered with price cutting. He was a small manufacturer in his line at the time, and his headway was blocked by the tendency to substitute unadvertised mantles on which there was a slightly increased profit over that which this manufacturer could afford to give.

A PREMIUM TO FOIL SUBSTITUTION

His advertising man one time noted the cheapness of globes for gas lights, and how very beautiful globes could be secured at low price. He investigated wholesale prices on these globes, and found that in wholesale lots they came surprisingly low.

"Why not utilize these beautiful globes as a premium that will make the consumer force the dealer to give him our lights?" the advertising man suggested to the manufacturer. They found that giving away a globe with a dozen mantles added but an insignificant amount to the selling cost. So they decided to try the plan out.

A single piece of advertising copy was written and inserted in three leading national publications. The consumer was told in the advertising copy to save the caps from the boxes in which the mantles came, and return them to the manufacturer, who in turn would give the consumer an order on the dealer for the beautiful globe that was offered.

The scheme seemed to catch on instantly.

The space used was fairly large, and the demand immediately jumped to a point this manufacturer had never known before. Within a short period of time he had given away 16,000 of these globes through his dealers.

The apparent generosity of the scheme had its effect on the dealer, and in an investigation the

manufacturer noted that substitution had almost entirely ceased. This in a measure was also due to the consumer, who in his desire to get the premium would accept no other mantles.

In isolated cases the manufacturer received caps of boxes from mantles sold by other makers. This showed for a time that the dealer had effected some substitution, but it was not great, and subsequently it entirely ceased.

It was scarcely a year from the time of the inauguration of that scheme that this manufacturer became the leader in the mantle-making industry.

Selling plans that are aimed to increase demand, and also have a secondary function of taking care of some particular trade condition, will often constitute the solution of the manufacturer's problem.

Several years ago a coffee wholesaler hunted around for an idea to increase sales of his coffee.

It is a taken-for-granted fact that in the coffee business it is hard to hold a housewife to one brand of coffee, for the reason that—in the words of the coffee roaster—"seven-eighths of the coffee is spoiled in the making."

That is one of the reasons why there have been few very successful coffee advertising campaigns. It is known as one of the hardest of selling and advertising propositions.

An advertising man suggested to this wholesaler that women were becoming enamored of coffee percolators. It made it easy to prepare coffee, and he suggested that with a certain number of coupons from packages of this wholesaler's brand a percolator that cost but little be offered the consumer.

The manufacturer went into the idea on a fairly heavy scale in newspapers of several towns. The venture paid a profit on the investment. The scheme was framed to bring repeat orders, for it was necessary for the housewife to buy several packages of the coffee before securing enough coupons to get the percolator.

A percolator reduces the mak-

ing of coffee to nearly an exact science. Imagine the manufacturer's surprise that the very percolator he had given away as a premium was bringing him constant repeat orders for the coffee, by reason of the fact that the housewives, through the use of the device, were getting the best results obtainable from his coffee.

It conquered the old bugaboo of the coffee industry that "seven-eighths of the coffee is spoiled in the making." The idea firmly established this coffee in the several towns where it was introduced. The wholesaler, in endeavoring to increase demand, had accidentally stumbled onto the very idea that was essential in conquering a trade condition.

It is such ideas as this which, being linked with some plan to eradicate an undesirable trade condition, are found profitable.

A study of the proposition, getting close to the soil, interviewing retailers and consumers, will usually divulge, without any extraordinary amount of mental effort, the plan to take care of unhealthy trade conditions.

OFFICERS OF C. A. A.

In spite of the fact that there were three tickets before the members of the Chicago Advertising Association, the "regular" list, with the endorsement of the retiring president, A. E. Chamberlain, won every place in the election October 14. Those elected were: President, James M. Dunlap, president of the Dunlap-Ward Advertising Agency; first vice-president, Charles H. Stoddart; second vice-president, William D. McJunkin; third vice-president, F. E. M. Cole; recording secretary, F. A. Howard; treasurer, Floyd T. Short, and directors, S. De Witt Clough, Andrew N. Fox and Harry R. Fisher.

A "Progressive ticket," headed by R. R. Shuman, and a third ticket with Frank P. Walton at the head, gave the members plenty of opportunity to split their votes, but none except those on the regular ticket was elected.

Greater interest than usual was shown in the election on account of the new sixteen-story advertising building at 119 West Madison street, which will be completed next May. The upper three floors will be occupied by the association. To keep pace with the enlarged quarters the membership limit has been raised from 500 to 800.

Steel for the new structure is all in place and brick facing has been laid to the sixth story.

The Ladies' World Platform

To publish the best five-cent woman's magazine.

To tell exactly what our circulation is and how we get it.

To show our distribution in every town of 1000 and over.

To prove our circulation by the tax collector and the local dealer.

To guarantee 750,000 circulation, 90 per cent paid.

To back our guarantee with a rebate.

To promise nothing we can't deliver.

THE
LADIES' WORLD
NEW YORK

THE LOUISIANA "PURE SHOE" LAW

SHOE RETAILERS OF NEW ORLEANS EXERCISED OVER THE LAW NOW IN EFFECT IN LOUISIANA REQUIRING SHOES TO BE STAMPED AS "SOLID LEATHER" OR "NOT SOLID LEATHER"

Though the new shoe law of the state of Louisiana, requiring all shoes to be stamped on the sole with a metal die so that the purchasing public may know whether or not the shoes are solid leather or contain other materials, was passed in July, the retailers of New Orleans and the state have apparently just awakened to the effect of the law.

There was little opposition to the bill when it was up for action, but now the retailers are up in arms, are asking the governor to call a special session of the legislature, and are calling for the support of the national shoe manufacturers in having the law repealed.

President David Pokorny, of the New Orleans Shoe Retailers' Association, says:

"We are strongly opposed to this law and believe that it was passed solely for the benefit of a concern in St. Louis. We believe that it will not accomplish anything but harm, and that instead of making shoes cheaper it will make them higher. There is no demand on the part of the public for the regulations contained in this act. The trade is protected by the dealer, and no more necessity exists for the Picard bill than there does for the passage of a measure requiring all hats to be of a certain grade and all clothing to be made of wool. It will just mean that the retail dealer in New Orleans and elsewhere in the state will have to place special orders for shoes to be sold here and stamped on the bottom with a steel stencil. This stamping business will in itself damage the wearing quality of the shoe.

"We know that there are some portions of the heels of shoes that are not made of solid leather and should not be, but this does not mean that they are less durable on

that account, but the customer will not understand that, and if they see the words 'not solid leather' stamped on this particular shoe it will mean dissatisfaction and demoralization of the trade."

According to the *Shoe Retailer*, Secretary Sol Wile, of the National Boot and Shoe Manufacturers' Association, has sent out a letter agitating the repeal of the law and expressing his opinions as follows:

"It would seem to me that a Pure Sock and Stocking Law, a Pure Pants Law or a Pure Hat Law would be on a par, so far as health and economics are concerned, with the Pure Shoe Law that was sneaked upon the statute books of Louisiana.

"Fashion, comfort, adaptability and economic conditions dictate the composition of the shoe, and it is well known that the wearing value of materials other than leather, which are used in the construction of shoes, are no longer debatable. They do not affect its quality. While not favoring the use of articles other than leather that may lower the wearing value of shoes, it would seem that compliance with the law will depreciate a shoe not wholly made of leather, although it may be much superior, while on the other hand it will give standing to an inferior all-leather shoe. The law is unreasonable and impossible, as substitutes giving better service than leather are universally used in counters, heels, box-toes and shanks."

The intent of the law was, of course, to protect the consumer against substitutes for leather that do make the shoe less durable rather than against the other kind of substitutes. It is to be regretted that the shoe men did not get into the discussion earlier and induce the adoption of a stamp that would cure the evils without working hardship or encouraging misunderstanding on the part of customers.

As the Legislature of Louisiana does not meet in 1913 unless a special session is called, it seems likely that the law will be in force for two years anyhow.

The next-to-reading plan adopted in the advertising pages of the new size American Magazine may or may not have an increased advertising value

—but it is not probable that anybody has ever tried to convince you that advertising run next to reading is less efficient than it is in any other form.

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director

New York

THE DIGNITY OF THE TWO-CENT STAMP

WITH SOME PROPOSITIONS, HOWEVER, THE TWO-CENT STAMP PULLS INQUIRIES NO BETTER THAN THE ONE—A MATTER FOR GOOD JUDGMENT IN INDIVIDUAL CASES—HOW HIGH PERCENTAGE CAN A GOOD LETTER DRAW?

By P. F. Bryant,
Manager Mail-order Dept., Babson
Statistical Organization, Wellesley Hills, Mass.

An article by Mr. Payant in *PRINTERS' INK*, September 26th, interested me, because it dug up the hatchet on the question of one or two-cent postage for form letters.

To my mind this subject is one that must be decided by each individual sales and advertising manager, after carefully considering the quality of the product to be sold, the class of prospects to receive the letter, and last but certainly not least the letter itself. There are cases where a two-cent stamp pulls no better than a one; but this result can be traced to a weak and ineffectual letter and not to the difference in postage.

Mr. Payant states that it is wrong to try to deceive the recipient into believing that your multigraphed letter is a personal communication. There was a time some years ago when these letters did fool the public, but recently I haven't seen a man who didn't take pride in his ability to distinguish between the imitation and the real thing. The question, therefore, is to make your letters intrinsically attractive to the eye so as to induce reading; while as for deception, that has gone out of date practically altogether and is a dead issue. Is there an intelligent business man in the country to-day who believes that a large concern can "circularize" with hand-made, typewritten letters? Of course not. When a man gets a circular letter nowadays, he knows that someone is alive on the job, is looking for new business and is making an honest, straightforward effort to get it. But—here is the impor-

tant point: if that letter comes with a one-cent stamp, he infers, and naturally so, that it comes from a cheap house, doing a cheap business and offering cheap goods.

If your house is a good one, doing a high-grade business, with first-class goods, don't put it on a plane with cheaper companies. Use a two-cent stamp, have your letters signed by hand and convey to the prospect the feeling that your company is in business to stay and that you rate your proposition highly enough to spend two cents each upon prospects. In other words, the reason for using two-cent postage is not to mislead but to get the business through giving the prospect a line on your general standing and character. Use a two-cent stamp for the same reason that you would use good paper, an engraved letter-head and other evidences of quality.

Sometimes a man argues that the returns from his circularizing are not sufficient to warrant the expenditure of a two-cent stamp, even though he admits that it conveys a good impression. When that is the case, it is high time to improve the letter itself. Such returns as Mr. Payant cites are altogether too low to form a basis for judgment on the question of stamps. He reports 118 inquiries received from 4,150 letters sent out (or about two and three-fourths per cent), with the returns about equally divided between the one-cent and the two-cent letters. The only valid conclusion from this unfortunate campaign is that when you send out a weak and puny letter, the results are equally bad, whether you use a one-, two- or five-cent stamp.

Right there is the root of the trouble. Both of the above records were about as low as they could be and draw anything at all. I contend, on the basis of actual tests, that a good letter will pull at least 10 per cent replies, while I have seen quite a few draw as high as 27 per cent. Such a statement cannot be made regarding one-cent letters, which I

find range under 5 per cent almost without exception. Moreover, an inquiry from a two-cent letter is more than twice as valuable a prospect as that inquiry which comes from the one-cent letter, because the prospect who requires a two-cent stamp to gain his attention is a decidedly different type of man than he who promptly responds to the one-cent appeal.

The two-cent letter is the only medium for high-grade circular work; but unless the letter itself is "right" and written by one who knows his business and the goods in question, you cannot get results even though you were to embroider your words in silver on cloth of gold.

"POSTAGE-DUE" MAIL MATTER

THE AEOLIAN CO.
NEW YORK, OCT. 15, 1912.

Editor of PRINTERS' INK:

There has been for six years a patented "postage-due" envelope. It bears *two* return addresses, one for whom the letter is intended, and the other that of a bonded concern to guarantee the postage due. The patentee must have thought the latter necessary in order to induce the Post-office Department to permit the use of his envelope.

Thousands of business houses enclose return envelopes, and if they were assured of receiving back every one of them, it is safe to assume that every such return envelope and post-card would have postage stamps affixed. But experience has shown that where return envelopes and post-cards go out with postage affixed, not one-tenth of them come back. This makes the one-tenth cost the postage on the entire lot, or *20 cents per letter*.

And how does this affect the Post-office Department? It means that millions of unstamped return envelopes and post-cards are mailed out, which do not increase the postage on each letter one red cent, but on which the Post-office Department pays the railroads by *total weight*. And not one-tenth of these come back (bearing a stamp, of course) so as to offset the *outgoing* loss to the post-office.

The Government does not see this waste which it has to stand. Neither does it see the "good business" it would be to provide, or permit, means to facilitate return correspondence, thereby increasing the very profitable first-class mail.

There is a ruling of the post-office against mail deposited without postage. Under "unmailable matter" the regulations include all mail without postage affixed, *except letters bearing at least two cents*. And it is generally understood by postal employees that letters mailed *without any postage* will be collected *double the rate*. In practice this is not always the case. In any event

Taste

The make-up,
illustration,
typography and
manner of The
Woman's Home
Companion
are designed
to appeal to
women of taste.
Therefore,
it attracts
women of taste.

it indicates that the post-office is against the collection of postage *upon delivery*. If such a practice was in vogue any business man could first scrutinize his mail and then refuse to accept (or pay the postage for) any piece of mail matter he did not want.

But in the case of business houses sending out thousands of letters and circulars, with return envelopes or post-cards enclosed, and *desiring to receive back just as many as possible*, the proposition is entirely different.

It was this aspect of the situation that showed me wherein the patentee o. the "postage-due" envelope, mentioned above, was wrong, and I made application for a patent on an envelope and post-card that not only did away with the features of the other one which were objectionable to business houses, but offered such protection to

WHY POST-OFFICE OBJECTS TO C. O. D. LETTERS

CROFTS & REED COMPANY.

CHICAGO, ILL., Oct. 14, 1912.

Editor of PRINTERS' INK:

The articles by Frank Finney and Charles Casey about C. O. D. letters remind me that last winter I made a similar suggestion to Geo. A. Warne, advertising manager of Crofts & Reed Company, Chicago.

He replied that he had written the Postmaster-General several years ago, asking for the privilege of having return postals sent C. O. D.

A personal letter from the Second Assistant Postmaster-General was received in reply. It stated in part that such a law would not be constitutional as it would force the post-office to discriminate against weak and unknown

concerns, if it were to protect itself from loss. That, while there are thousands of good, reliable firms to whom such a plan would be of untold benefit, hundreds of "fly by night" concerns would cause big losses to the Government. That the mails are for the use of rich and poor alike and to discriminate in favor of those that are financially strong would be out of the question. That a law of this kind would increase expenses, because of the additional bookkeeping and collecting. In conclusion he stated the idea had been previously considered.

There is at present scarcely a delivery of mail to a firm of any size in which there is not one or more letters on which postage is due. Wouldn't it be better for the post-office, in view of the increased amount of mail, to deliver fifty cards on which postage is due? Wouldn't the increased revenue more than cover the cost of the extra work?

Perhaps it would not be unconstitutional or unfair to levy a small tax on the firms that wish to use this privilege. Let the tax be in proportion to the amount of business done.

ENOCH STEEN.

SOUTHWESTERN TRADE PRESS ELECTION

The St. Louis-Southwestern Trade Press Association recently elected the following officers: P. H. Litchfield, president; Allen W. Clark, vice-president; Flint Garrison, secretary; H. S. Tuttle, treasurer. The new executive committee is made up of C. K. Reifsnider, H. B. Strong and E. Percy Noel.

George T. Madden, one of the editors of *The Dry Goods Economist*, died from typhoid fever October 18, at his home in New York. He had been connected with *The Economist* for the last ten years.

<p align="center">Postage-Due Letter</p> <p>The postage on this letter will be paid on its delivery by the party to whom it was first addressed. But it must be mailed before the Expiration date (If such date has been filled in). Changing the original address from one person to another will cause it to be thrown out of the mails.</p>	<p align="center">PUT NO POSTAGE ON THIS LETTER</p>
<p align="center">Gridley Adams</p> <p>Expires on } New York } N. Y.</p>	

(Pat. app. for)

the Government as would tend to remove their prejudices.

In the legend you will note the words "first addressed." These words were inserted so as to preclude any one from changing the address and sending it to a person *not expecting it*, thereby bringing about just the condition mentioned above.

Where business houses are sending out letters and circulars by thousands, their replies, in these "postage-due" envelopes, will *come back* by fifties or hundreds, so that it will be no more trouble for a postman to collect at one time for fifty letters than for the single letters he collects for to-day.

These business houses are not only anxious to get these replies back, but the *sooner the better*. This desire for *speedy* replies lead me to include an "expiration" date, which may, or may not, be printed in. It would tend to hasten replies, and as the mind is always keener on any proposition when it is first presented, the general tenor of early replies is far more satisfactory. Whether my patent is allowed or not, the fact remains that the present postal regulations, if followed by all postal clerks, would call for 4 cents postage due on any letters mailed *without postage*, while post-cards so mailed would be *thrown out of the mails entirely*.

GRIDLEY ADAMS.

Agricultural Progress

That is the only element in a state's history which spells success. It isn't necessarily an advance according to population, or figured by increased railroad mileage. Agricultural progress is the real movement forward. For instance, let us contemplate the state of

KANSAS 1910 Census Increase

Population	15%
Number of all Farms.....	2.7%
Land in Farms.....	4.1%
Value in Farm Property.....	136.0%
Average Value all Property per Farm.....	129.7%
Average Value Land per Acre.....	177.6%

Only 2.7% increase in the number of farms, yet a 136% increase in the total value of farm property.

Is there any question as to the prosperity of the farmers in Kansas? Then—Given progress, plus prosperity, it remains but to “connect up”—This can be done through the

KANSAS FARMER

One of the oldest farm papers in the country which reaches more farmers in Kansas than any other paper published. Guarantees a paid circulation of 60,000 copies weekly. Write for particulars.

Kansas Farmer Topeka, Kansas

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago, Illinois



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row,
New York

Member of the Standard Farm Paper Association.

KELLOGG GETS PRICE-CUTTING INJUNCTION

A patented package is proving to be a solution to the price-cutting puzzle as far as the Kellogg Toasted Corn Flakes Company is concerned.

In Michigan, a court has granted an injunction against James H. Baxter, a retail grocer of Davison, who announced his intention of cutting the price on Kellogg's Corn Flakes to four packages for a quarter.

According to the *Grocery World* and *General Merchant*, the sale was set for Saturday, September 14. Baxter refused to heed the remonstrances of the Kellogg representatives.

The Kellogg people maintained that by packing their product in a patented carton they acquire the right to prosecute price-cutters as infringers. On the panel of the package, the Kellogg Company has placed the following announcement:

This package is patented and is especially designed to preserve the contents in fresh condition until consumed. This package and its contents are sold conditionally by us with the distinct understanding, which understanding is a condition of the sale, that the package and contents shall not be retailed or advertised or offered for sale at less than 10 cents per package. Retailing the package at less than 10 cents per package is a violation of the conditions of sale, and is an infringement on our patent rights, and renders the vendor liable to prosecution as an infringer.

After the injunction was granted, the Kellogg Company made this statement:

The right of the manufacturer to regulate the selling price of his product has been in controversy for a long time. We have constantly claimed that right and have fought for it, both for our protection and for the protection of the dealers who sell our goods. We have fixed the selling price on Kellogg's at an equitable rate, a rate that is fair to the consumer, that is fair to us, that leaves a fair margin of profit for the retailer. No retailer ever claims that his profit is too much; on the other hand, it is very, very seldom that we get a complaint that the profit on Kellogg's Toasted Corn Flakes is not sufficient. But when one dealer cuts the price, others are bound to do the same, and if such practices were to continue, trade would soon be demoralized.

You see it is a practice of a great many retailers to attract trade by the

use of cut price sales—to cut prices in their advertisements on well-known standard brands of goods, the price of which is established, thus leading the public to believe that the price on other commodities, with which they are less familiar, is likewise decreased. Such is not always the case. In fact, on the other hand, whenever a retailer cuts the price on a well-known brand of goods, particularly an advertised brand, it is pretty certain that he will have to make it up on something else or go out of business. We would much rather have a dealer refuse to handle our goods than sell them at cut prices. In order to protect himself and his trade, to say nothing of the consumer, who suffers as much as anyone else from the demoralization resulting from the price-cutting epidemic, the manufacturer must of necessity regulate the price. We know that we are right and we believe that the courts will sustain us in the stand.

FIGHTING THE CHICAGO STREET CAR ORDINANCE

The Chicago & Western Indiana Railroad Company is the latest of four elevated railways operating in Chicago to attack the validity of the ordinance passed last July ordering street car ads removed from all such cars. The attack is made on the constitutionality of the ordinance and an injunction is asked of the chancery division of the Circuit Court.

The ordinance, which the railway says will force them to suffer a loss of \$2,000 a year, if enforced, grew out of a suggestion to Mayor Carter H. Harrison after the case was decided in New York regulating the placing of advertising signs on transportation vehicles.

The surface lines in Chicago pay the city 55 per cent of the income from car ads, while the elevated roads pay nothing. In an opinion to the mayor, the corporation counsel holds that it is a proper police power of the city to force a license fee from the elevated companies or prohibit the signs entirely. The council passed an ordinance along the latter lines with a penalty of \$10 a day, each car constituting a separate offense.

The elevated lines will fight to have their signs stay in place.

The determination of this issue will be of interest to advertising men and city officials all over the country. In a previous case advertisers were compelled to remove corner cans for waste paper in Chicago, but the decision there hinged on the fact that the city could not delegate its duty of gathering waste paper and the cans blocked traffic. The city holds that the ordinance under which the elevated lines operate provides only for carrying mail and passengers and the use of the streets has not been granted for the purpose of conducting an advertising business.

In the majority of cities the municipality exacts no charge for the permission of the transportation companies to sell space on the inside of its cars to advertisers.

CHAIN STORES ON WHEELS

An innovation soon to be introduced by The United Cigar Stores Company is expected to result in a considerable increase in its retail business. The company has ordered a number of automobile trucks built according to its own designs. These trucks will be outfitted as complete retail tobacco stores and each put in charge of a crew of salesmen. They will be sent through the thickly settled urban districts, stopping long enough in villages en route to work up a profitable trade.

In retail tobacco merchandising, at least, the idea is unique and original. The operation of the scheme will be watched closely by competitors. That it will prove highly profitable to the company few doubt, for after all successful merchandising is reached in selling goods of value at reasonable and attractive prices. Those who will dislike the new plan mostly are the retail cigar dealers.

The management of The United Cigar Stores Company has displayed a remarkable genius in developing a large business. There is no item small enough to escape attention if it is capable of increasing trade. It is a management which watches closely small as well as large details.

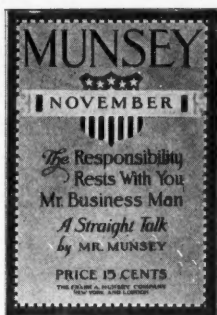
For instance, it is a clever plan to offer rewards to employees who make the largest individual sales and to store managers whose stores head the list in the largest volume of business done in a given month. For the purpose of getting the most work out of employees and developing to the fullest extent their latent salesmanship ability, no greater incentive can be offered than the plan of giving rewards, such as is followed by The United Cigar Stores Company.

Regarding the dividend which will be declared we understand the directors have as yet taken no action. Some people look for a payment as high as six per cent, but the majority stockholders would not be disappointed if it were only five per cent, while the more conservative contend four per cent should be paid, since the company can use its surplus profits in directions which will later on make for larger net earnings. Then when the dividend is increased it may be permanently maintained upon the company's larger capital.—*Financial World*.

LAWRENCE LEAVES N. C. R. CO.

C. E. Lawrence, who for the past year has had charge of the trade journal advertising of the National Cash Register Company, will go to St. Paul November 1 as advertising manager for Finch, Van Slyck & McConville, wholesale dry goods. Mr. Lawrence previously spent five years in the advertising department of Butler Brothers.

S. O. Landry, who has been with Street & Finney, New York, has rejoined the Charles W. Hoyt organization at New Haven, being in charge of the rate department.



Why Munsey?

A MAGAZINE that has held popular favor as long as Munsey's must have something to it.

Ask us for the current issue—that will tell you.

Robert Herrick's new serial, "His Great Adventure," begins November Munsey.

The Frank A. Munsey Company

175 Fifth Ave., New York

Munsey's Magazine prints Xmas directory of small advertisers with heading and decorations in colors. No extra charge.

NEW YORK ASSOCIATED AGENTS APPEAL TO PUBLISHERS

ASK THEM TO SEPARATE THE AGENCY SHEEP FROM THE GOATS BY GRANTING RECOGNITION ONLY TO THOSE WHOSE BUSINESS WILL STAND INVESTIGATION — WILL PUBLISHERS ASSIST IN ATTEMPT TO STANDARDIZE AGENCY SERVICE AND STOP RATE-CUTTING?

After some five months' grappling with commission-cutting and other unsatisfactory conditions in the agency field, the Association of New York Advertising Agents has handed the whole question back to the newspaper and magazine publishers. They have put their conclusions in the form of a printed Message to the Publishers.

The agents recognize the question as presenting many difficulties. They have formulated a creed of agency performance and have subscribed to it for themselves. For those agencies outside of the association which will not accept such a creed and abide by it, there is, they would appear to say, only one power that can compel respect, and that is the power to withhold commissions.

The agents themselves cannot very well discipline one of their own number because they would not be allowed to explore a competitor's private record.

The publisher, they therefore think, is in a better position to investigate and punish than is the agent. He can grant or refuse recognition to any agent. Recognition on his part is equivalent to an endorsement of the agent as qualified to render service, and the publisher, if he is asked to give this recognition, must be presumed to have the right to investigate the quality of the service rendered.

Thus the agents ask the publishers to undertake actively in all cases what the latter have before claimed the right to do in all and have actually done in some.

Whether the publishers would bring themselves within the scope

of the Sherman Anti-Trust Law by undertaking as a body this work of purgation is a question for discussion. The agents' association did not go into this phase of the matter and did not consult legal counsel. The message is simply a "presentation of their views," it is stated.

It is understood that assurances were obtained before publishing this "message" that it would be acceptable to the A. N. P. A., the Daily Club and the Quoin Club.

The Association of New York Advertising Agents is composed of representatives of advertising firms maintaining offices in New York City and recognized by the A. N. P. A. and the Quoin Club. It does not include foreign advertising firms. Out of a possible membership of sixty-one, it includes forty-seven. One or two members have dropped out since organization in April, 1911, and one agency was asked to withdraw its application.

The address to the publishers reads as follows:

A MESSAGE TO PUBLISHERS

As the scope and function of the advertising agency have never been defined, either broadly or specifically, in any official declaration, therefore,

We promulgate this concept and send it to various associations of publishers with which we are associated as agents.

We request that such publishers individually and collectively confirm such declaration and take steps through suitable committees, existing or to be appointed, to obtain the enforcement of this declaration in letter and spirit, and

We pledge individually and collectively our co-operation to attain this end.

THE ASSOCIATION OF NEW YORK ADVERTISING AGENTS,
William H. Johns, *Chairman*,
J. A. Richards, *Secretary*.

The Association of New York Advertising Agents sets forth the following definition of the relations of agents with advertisers and publishers.



Don't Miss This Opportunity

THE new Strathmore Quality Sample Books are ready—send for yours. No advertiser can afford to miss the opportunity to get these superb specimens of printing and the remarkable samples of papers for all business purposes.

The books are filled with hundreds of designs in colors—suggestions for every kind of printing by noted artists. Will Bradley executed the covers, title pages and many of the inside illustrations. Below are the groups representing stocks for all uses. Write for those that interest you, and make your request on your business letterhead,—no cards or blank sheet request filled.

The "Strathmore Quality" Groups

Group No. 1. Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks. Standard papers like STRATHMORE PARCHMENT, the finest business paper made, down to a good medium grade. Some novelty papers, too, that stand out from the ordinary kind.

Group No. 2. Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces, having deckle edges and different textures for all purposes requiring a high grade, distinctive, uncoated Book Paper.

Group No. 3. Cover Papers and Bristols. The finest Collection of Cover Papers and Bristols ever seen together. Shown in a diversified variety of textures, colors and surfaces. For catalog covers, folders, mounts, circulars.

Group No. 4. Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement. Millinery, bank statement, tailor, department store or any business that wishes to send out a special announcement.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

This Association believes:

That an advertising agency should be an association of specially trained men having expert knowledge of merchandising and advertising, who in composite afford wider specialized information affecting advertising than can be profitably employed in the organization of any one advertiser.

That the employment of an advertising agency by an advertiser is necessary to obtain the best results from advertising.

First—That he may benefit by this specialized information.

Second—That he may have an outside view-point denied to those engaged in the continuous promotion of a single business or kindred businesses.

Third—That he may have an agency do for him the various detailed work essential to successful advertising, which work an agency can do better and more economically.

That an advertising agency's special knowledge of *merchandising* should embrace

1. Varied experience in many markets.
2. Familiarity with merchandising methods in each.
3. Knowledge of distributing methods.
4. Experience in displaying goods.
5. Acquaintance with kindred problems affecting the adequate depicting of the product to be advertised.

That an advertising agency's special experience in *advertising* should embrace knowledge of

1. The relative value and cost of various advertising media.
2. Methods of presentation—written and pictorial.
3. Mechanical methods—including art, engraving and printing processes on the one hand and the adaptability of these various methods to particular media on the other.
4. Supplemental literature—catalogues, booklets, circulars, displays and follow-up methods.

5. Checking and billing.

That the advertiser should safeguard the success of his advertising by examining carefully the fitness of the agency he employs from the standpoint of both experience and equipment.

That the publisher should minimize the chance of the employment of incompetent agencies by strictly limiting the recognition of agents to those who demonstrate their fitness.

That before beginning advertising the advertiser should guard against failure by insisting on a thorough acquaintance by the agent with merchandising conditions in his field as well as with his merchandising methods.

That the agent and publisher should advise the advertiser against advertising without adequate preparation.

That the advertiser should pay the necessary expense of this preliminary work or provide for it in his advertising appropriation.

That the *tripartite relation* of advertiser, publisher and agent is *necessary* to the economic administration of advertising and that all three parties to it are mutually benefited by it.

That the first obligation of both publisher and agent is to make the advertising profitable to the advertiser.

That the agency's work reduces costs to the publisher and its compensation by the publisher, therefore, is justified on an economic basis.

That the curtailment of agency service would decrease the value of advertising and would increase the price of white space to the advertiser by forcing publishers to replace agency service by more expensive and less efficient development work, which obviously could not be disinterested.

AGENCY COMPENSATION

That the agency receives no compensation in any sense for soliciting specific business for any one specific medium.

That the agency receives its compensation in the form of a differential from the publisher for these, among other, specific reasons:

Five Years of Substitution Troubles Killed in Two Weeks

A prominent firm, using street car advertising extensively, signed a street car contract for one of the largest cities in the country. The real trouble there was not a lack of demand for the goods. It was substitution of a particularly virulent nature.

Certain local jobbers imitated the package and a great number of retailers substituted at every opportunity.

Although the contract called for all cars in the city, only one quarter of them carried substitution cards. Within two weeks this advertiser received a letter from one of the largest retail concerns in that city reading as follows:

"Your incorrect street car advertising is causing us to lose many sales daily. People come into our store asking for your goods and refuse to take them saying that they are not genuine because the signature does not appear on the package.

"We have some of your old goods on hand which do not have the signature on them, and we ask you to exchange these goods without delay for new goods bearing the signature so that we will not lose further sales."

Prior to the street car advertising, this advertiser has been using another medium for years, and the same substitution message had been displayed without effect.

After the street car substitution cards had been run for a short period they were discontinued and the entire display was devoted to educational copy regarding the product. The substitution had been killed. To this day (four years later) there has been no further substitution trouble in that city.

In which cities do you need this powerful medium to set the consumers right regarding your product?

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

1. For the service it renders to the advertiser, which increases the productiveness, value and continuity of the advertising.

2. For the guarantee of accounts—which in few other businesses involves so great financial responsibility in proportion to its profits.

3. For the creation and development of new business, in accordance with the economic law, which in every business fixes prices to include the development expense.

That the publisher should make recognition a certificate of good business character and of financial responsibility and an endorsement of efficiency, so that authorization to do business may rest on a sound basis.

INVESTIGATION OF AGENCY SERVICE

That having granted recognition to the agent and endorsed him as qualified to render service to the advertiser, the publisher has a right to investigate the quality of the service rendered.

(This declaration is made with the specific reservation that the publisher, being interested, may not properly be judge of the media used.)

That the right of the publisher to investigate service entails the obligation to see that service is rendered.

That the publisher owes it to the advertiser and to such agents as live up to their obligations to advertiser and publisher to limit or withdraw recognition from those agents who do not live up to these obligations.

That the publisher should determine the right of an agent to continued recognition on the basis of the adequacy of the service rendered to the advertiser.

That the publisher should make public the names of all enfranchised by them, and that no differential be allowed to others than those whose names are so published.

AGENTS IN ASSOCIATION

The membership of the Association of New York Advertising

Agents is as follows, being 47 out of a total of 61 agencies eligible.

Allen Advertising Agency.
Amsterdam Advertising Agency.
Armstrong, Collin, Advertising Co.
Ballard & Alvord.
Bates Advertising Co.
Batten, George, Co.
Blackman-Ross Co.
Bromfield & Field (Inc.).
Calkins & Holden (Inc.).
Charles Advertising Service.
Cheltenham Advertising Service.
Colton, Wendell P., Co.
Cone, Andrews, General Advertising Agency (Inc.).
Dauchy Co. (Inc.).
Debevoise, Foster, & Co., Ltd.
Decker, Henry, Ltd.
Doremus & Co.
Doremus & Morse.
Dyer, George L., Co. (Inc.).
Erickson, A. W., Advertising Agency (Inc.).
Gould, M. P., Co.
Hamblin, W. F., & Co. (Inc.).
Hannah, Henry K.
Hedge, Homer W., Co., Ltd.
Hicks Advertising Agency (Inc.).
Howard, E. T.
Hull, W. H. H., & Co.
Ironmonger, C.
Lesan, H. E., Advertising Agency (Inc.).
Levin & Bradt.
McCann, H. K., Co.
McMullen, Robert M., Co.
Manufacturers' Publicity Corporation.
Morgan, J. W., Advertising Agency.
Powers, John O., Co.
Presbrey, Frank, Co. (Inc.).
Richards, J. A.
Seaman, Frank, (Inc.).
Sherman & Bryan (Inc.).
Siegfried Co.
Simpson, W. F., Advertising Agency (Inc.).
Sternberg, H. Sumner, Advertising Service.
Street & Finney (Inc.).
Trades Advertising Agency (Inc.).
Van Cleave Co.
Volkmann, M., Advertising Agency (Inc.).
Vreeland, E. E.

ADVERTISING GOLFERS WIND UP SEASON

Advertising golfers held their last tournament of the season over the links of the Knollwood Country Club on October 17. In conjunction with the foursomes there was an individual competition in which Edwin C. Johnson, of the *American Exporter*, and E. M. Alexander, of the *Cosmopolitan Magazine*, showed the way in Class B. T. C. Fogel, of the Frank Presbrey Company, headed the third division.

In the foursomes, D. M. Parker, of *St. Nicholas*, and his partner, J. H. Hawley, of the *Associated Sunday Magazines*, tied with J. A. Ford, of the Crowell Publishing Company, and Hartley Davis, the writer.

Parker and Hawley won the play-off. In the best ball competition, E. E. Calkins, of Calkins & Holden, and L. M. Williams, of the Century Company, were winners.



Franklin "Little Six" "Thirty"

¶ A full-powered light weight "Little Six" operated at low cost. Silent, smooth running and flexible—the only six-cylinder "Thirty." Built in two types—a five-passenger touring and a two passenger Victoria-Phaeton. Price \$2800.

¶ Men accustomed to studying and analyzing the causes of unusual efficiency in their affairs will be interested in knowing why Franklin motor cars (1) use less gasoline, averaging 20% to 35% more mileage per gallon; (2) use less oil, averaging 400 miles per gallon, without smoke; (3) use fewer tires, averaging 8000 to 10,000 miles per set, the 1911 record; (4) travel faster in the long run, owners thinking little of making 250, 300 or even 350 miles and more per day, without fatigue; (5) ride easier, bowling along so smoothly and comfortably, without jolt or jar, that driver and occupants are unconscious that they are steadily traveling 30, 35 and 40 miles per hour; (6) and wear longer than other cars, depreciation being much less, due to the intelligent scientific use of carefully selected materials.

¶ There are sound technical reasons for each of these facts: They are clearly defined, in an interesting, concise style, in a booklet, entitled "An Analysis of Franklin Motor Car Construction," recently issued by our engineers.

¶ A copy will gladly be mailed on request to any one seriously thinking of buying a car of the Franklin quality. Kindly address Department I.

FRANKLIN AUTOMOBILE COMPANY
SYRACUSE NEW YORK

COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCULAR
VOL. XXV No. 8



DECEMBER COMFORT

with merry Christmas features
will accord with the optimism
of its opulent rural readers.

*They are
Big Buyers
at This Season*

Always large buyers, but especially at this season when they are fitting out for the winter and buying Christmas presents also. And they have enormous purchasing power, too, for COMFORT'S farmer subscribers get ONE BILLION DOLLARS of the proceeds of this fall's ten billion dollar harvest. COMFORT enters one farm home in ten,—more than any other one publication.

*Comfort Readers
Have More Surplus Cash
Than Most City Folks*

81% of COMFORT'S subscribers patronize its mail-order advertisers and are equally influenced in their store trade by the general publicity ads in COMFORT.

December forms close November 15.

Apply through any reliable agency or send direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1035 Marquette Bldg.
FRANK H. THOMAS, Representative

SCIENTIFIC AMERICAN

THE NEW GRAND CENTRAL TERMINAL

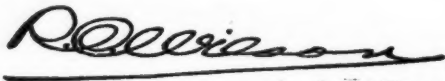
Illustrations by Jules Guerin

There will soon be opened in the city of New York, a gateway that leads into the heart of the Western world's greatest city; a gateway that symbolizes the peace-making work of the engineer and the changes that he has wrought on civilization.

This beautiful structure may be regarded in two ways—as a symbol of civilization's progress and as an engineering work. To Mr. Jules Guerin, one of the most distinguished artists of our time, has been entrusted the task of presenting the symbol. He has made for the SCIENTIFIC AMERICAN two masterpieces—one of them a colored cover, in which the station is shown looming up mysteriously in the night; the other, a double page drawing of the "Terminal City"—a drawing in which the brush and pencil have explained better than mere words can explain it, the symbolic meaning of this vast structure of marble and steel, clustered about with buildings that may be regarded as appurtenant to it—post-offices, hotels and apartment houses.

The engineering side will be treated in the usual SCIENTIFIC AMERICAN way.

- This particular number affords an unusual advertising opportunity. Issue of December 7th, 1912.



General Manager.

MUNN & CO., Inc., Publishers,
361 Broadway, New York.

A. T. SEARS, Jr., *Western Manager*,
People's Gas Bldg., Chicago, Ill.

HOW TO GET MOST OUT OF THE ORGANIZATION

THE SALESMEN'S TRAINING CLASS
AS A REWARD FOR GOOD WORK—
WHERE CONVENTIONS ARE A
HINDRANCE INSTEAD OF A HELP—
GETTING PLEDGES HIGHER THAN
THE NEW QUOTA FIGURES

By Roy W. Johnson

II

A Boston Irishman, so the story goes, applied for a job as motorman. He was tickled beyond expression when he landed it, and guided his car through the streets with the air of the chauffeur of a limousine. He had been on the job about ten days when he was asked why he didn't go to the window and draw his pay. "What?" was his astonished reply, "do ye get paid for this too?"

The manufacturer who can send his salesman out with that attitude—or something akin to it—and whose home office force regard the pay envelope as only part of the reward instead of the sole end and object of working, need not worry about getting his share of the business.

A great many concerns have experimented with various forms of training schools for salesmen, with the result that some swear by them and others swear at them. Most of the concerns which do the latter, however, have attempted to imitate the methods of somebody else instead of developing a system which would apply to the particular business involved.

One of the most conspicuous successes in the training of salesmen, and hence one of the most widely imitated, is the National Cash Register Company. This concern, naturally, has developed a system which would fit its own needs, without any regard to whether it would fit the conditions of any other business or not. But the filing cabinet man jumps at the conclusion that what makes salesmen for cash registers will make salesmen for filing cabinets, and without any regard for the difference in the condition sets his men to learning a "primer"

because he hears that the N. C. R. Company has been successful with that method.

Now the differences between his proposition and the cash register business are multitudinous. The N. C. R. Company was able to use a "primer" of sales talk for some years (though it has since been abandoned) because the comparatively simple things the cash register did it would do for every merchant. The great bulk of the business was with retailers, and retailers' problems are singularly alike. So the salesman who memorized the standard selling arguments was perfectly safe in springing them on any prospect.

But in the case of filing cabinets the reverse is true. Almost every sort of business from the small law office to the large railroad is a prospect, and the two of them want to do precisely the same thing in the same way. Much of the filing cabinet business is installing special systems to fit special needs, and to have the salesman's mind loaded up with a lot of memorized "patter" is a positive handicap when he comes to analyze a new sort of record-keeping problem.

ONE OBJECTION TO SALES "PRIMER"

Another difficulty with the sales "primer," and a more fundamental one which has led to its abandonment by a great many former advocates, is the fact that it tends to cast the sales force all in one mould. It destroys all individuality of approach, and forces the men to talk and think apart from their natural bents. Every man can work best along lines which suit his personality, and to some men the memorizing of a set speech is like hod-carrying to a sculptor.

Memorized sales talks seem to work best in cases where cheap help is necessary (such as sampling campaigns, canvasser forays put on for special purposes, and the like), and in the sale of goods to the more ignorant classes of people. A parroted spiel will sell a "Life of the Pope" to a bricklayer's wife, and will probably fall down when the college pro-

fessor is approached with an encyclopedia.

Training classes in which a few men at a time are thoroughly instructed in the product and the policy of the house, at the same time becoming acquainted with the different individuals at the home office, have been found pretty universally satisfactory when the work is properly done. One large employer of salesmen has tried various methods, and has come to the conclusion that the best way of conducting such classes is to make them rewards for good sales records. When the new salesman is hired he is taken individually in hand, and pretty thoroughly grounded during a week at the home office. Then he is sent out to a branch office from which he works, and is continually instructed further by the branch sales manager. There is a standing offer to the men who make a certain per cent of sales quota to come to the factory at the company's expense for a week's instruction, no man to come twice in the same year.

It is a reward, and a reward which the men appreciate. They come to the factory, and they work hard demonstrating and selling the goods to one another, telling the arguments which made their hardest sales, listening to talks by the various department heads, and so forth. Plenty of recreation is sandwiched in between, but the men really come to learn, and are willing to work to do it.

It would seem to be the obvious thing to do to call in the poorer men for further instruction instead of the men who least need it. But the concern in question figured it out this way, that if it called in the men who made the poorest records, it would be wasting a lot of time and money upon some who were not capable of making good anyway. While by calling in the best men to make them still better, it invested its money in sure winners, and tied them more closely to the house.

Once every three years this concern holds a general sales convention, which includes every-

body in the organization. Three or four days are spent, principally in jollification and good-fellowship. A pretense is made at some serious work, but the main object of the convention is to promote *esprit de corps*, and the set "programme" is very flexible. It is a great thing for the younger members of the organization to rub elbows with the veterans who have made the sales records, and to imbibe the inspiration which comes from a large body of individuals skilfully handled.

The house photographer is the busiest man in the place during the days of the convention. About half of the pictures taken are spilled out at one shot in the "convention number" of the house publication, and nobody except the photographer and the sales manager knows that there are any more. But the best ones of the lot are saved for use in sales bulletins during the winter. "Omaha's home run in the fifth inning of the convention ball game" will raise a kindly glow all through the organization when the sales tighten in January after the December boom.

At the convention some particularly important piece of news is reserved to be "sprung" as a surprise at the last moment, just before the men break up. Maybe it is a new product, a new building, a new and higher commission; whatever it is it is carefully led up to in accordance with a prearranged plan, and let out with fireworks at the last.

CHARACTER IN SALES FORCE

A good deal of the success of those plans, however, is due to the character of the sales force itself. Some concerns would have much smaller success with the same plans, and others would have none at all.

S. M. Bixby & Company, blacking manufacturers of Brooklyn, tried the training school scheme several times with positive injury to the men's efficiency. The peculiar sales problem of this concern was described in PRINTERS' INK recently, and the reasons set forth



A close imitation of Levant Leather

makes a striking and beautiful background for catalog
or booklet design for a great many lines of goods.

Levant Covers

closely imitate the appearance of Levant leather and
permit a great variety of unusual combinations, par-
ticularly in embossed and stippled effects.

They enable the printer and bookbinder to produce
rich and novel results never before attainable.

Levant covers possess the strength and all the other
good qualities of the famous Princess and Unique Cover
Papers.

Made in one size and weight, 20x26: 70 lbs. and in
seven colors,—gray, red, coffee, yellow, green, blue and
black.

You should have the Levant Sample Book.

C. H. DEXTER & SONS

Windsor Locks
Box D



Connecticut
U. S. A.

as to why shoe polish is such a difficult thing to sell. S. A. Bixby, sales manager, told me that there were two reasons why the training school or convention system did not work with his organization.

In the first place, the location was bad. Just across the river is Broadway, and the lure to an Iowa salesman of its intersection with Forty-second street is greater than any sales talk an ordinary man can put up. Mr. Bixby says that if they showed up in the morning at all they were half asleep.

But worse than the location, the company had on its staff some old salesmen who were confirmed grouches. They had seen the day when shoe polish was an item in the necessity list of every gentleman, and they had watched their trade shift from the better class stores to the cobbler shop on the corner, the tiny notion store and the small grocery. They went right along selling goods just the same, but they did love to foregather and curse the shoe polish business as the hardest and the meanest proposition under heaven. After they got the grouch out of their systems they would go out and sell more polish than they ever did in their lives before.

For the man who understood them, their sore-headed talk amounted to nothing at all. But it was demoralizing in the extreme to the younger salesmen, who perhaps had been with the company just long enough to learn that it was no child's play to make good. It is not the best introduction for the youngster who meets the veteran for the first time to be told that he is to be pitied for picking out the worst line in the world.

But in most concerns some form of sales convention or training class can be used to advantage, and the advertising manager has a better opportunity then to sell his department to the sales force than he is likely to get at any other time. He can talk to each man separately, and to the bunch collectively, telling what he is planning to do in each man's territory. One advertising manager

skilfully put over a raise in his appropriation with the help of a small convention.

He was scheduled to address the salesmen on Friday. Earlier in the week he managed to have a personal talk with each man separately, in which he told of definite plans he had made for co-operating directly with the men in the field, which plans would go into effect just as soon as he could get money enough. He was careful not to make any complaint, but he showed the men conclusively what would happen when another ten thousand dollars was forthcoming.

On Friday he made a speech along the same lines, setting forth his plans more in detail, and regretting that he had not been able to do more for the men in the field than his present resources permitted. On Saturday, at the close of the convention, the salesmen were asked for suggestions as to what the home office could do to help them in their territories. The first thing mentioned by more than half was "more money for advertising." The salesmen were not only "sold" on what the advertising manager was already doing, but backing him in plans which were only on paper.

The sales convention is usually the occasion for telling the sales force what is expected of them in the way of increased business, and securing pledges or promises from them. One concern which has used the quota plan for several years has experimented with different ways of "putting over" increased quotas, and has discovered that the best results are to be had by getting the advertising manager, or the factory superintendent, or a representative of the advertising agency, or the head of the company's English branch to make a speech telling of the company's plans to handle bigger business, and to call for pledges of increased business from each man. After the pledges are all in, the new quota figures are given out, and almost invariably they are from five to ten per cent below the pledged increases.

It works better to have some one outside the sales department talk to the men, just as it pays better to send for an outside pastor when you want to pay off the church mortgage. The men are used to the exhortations of their sales manager, and they know, furthermore, that his raise in salary depends upon his ability to get increased sales. He has something personal at stake, while the factory superintendent or the agency representative, or even the concern's own advertising man hasn't in the same sense.

For developing enthusiasm and *esprit de corps* in a group of salesmen, the convention, when properly handled, is a useful tool. The biggest hindrances to success in that direction—the dictatorial “boss” and the man who is afraid somebody else will get the credit—must be left to the next article in the series.

(To be continued)

FUNDS WANTED FOR VIGILANCE WORK

The National Vigilance Committee of the Associated Advertising Clubs of America needs at least \$5,000 this year.

It is hoped that advertisers, publishers and others who recognize the value of the work will contribute liberally to this cause, which many believe represents the most constructive step ever taken by advertising men. Contributions are being sent to Harry D. Robbins, 49 Wall street, New York.

Among the many activities now being pushed are:

A booklet for general distribution on dishonest advertising.

An illustrated lecture.

The organization of local committees on effective lines.

Arranging for co-operation of friendly organizations.

A two-day National Convention at Cleveland, and consideration of specific cases.

Publishers and advertisers contributing to the committee's work will be entitled to confidential information of interest.

The Adcrafters of New York began their second year's work on the evening of October 10, and the following officers were elected: President, E. V. Munch; vice-president, W. F. Roe; secretary, A. Schlarbaum; treasurer, J. O. Martin.

H. SUMNER STERNBERG CO.

208 Fifth Avenue
Lincoln Trust Company Building
New York



THE HANDLING OF CUTS IN SMALL ADS

THE KIND OF ENGRAVING AN IMPORTANT MATTER—WHERE VIGNETTE IS INADVISABLE—WHEN THE CUT IS LARGE AND THE READING LITTLE—REVISIONS OF SOME CURRENT ADS

By Gilbert P. Farrar.

The small advertiser who has with you always; and it's this


eral gains more volume and more support.

In a previous article, I took up some small ads and in this article I shall discuss three more. Not because some of the larger ads could not be improved, but because I believe advertising men and advertisers everywhere find in the small ad one of their greatest problems.

An engraver is a man who makes engravings. This may seem a very prosaic statement, but it is

Exclusive Footwear
To Your Order
Made in any material to match your gown, cloak or hat.
Write for illustrated catalog 1, and measurement blank. Fit guaranteed.

E. HAYES
Ladies' Custom Shoes
9-11 W. 29th St.
New York
Est. Fifth Ave. and Broadway



Number 61
Side-Laced
Banded
Bridal
Shoe

Edmond Hayes, New York
June 15, 1907

FIG. 1—MARRED BY THE VIGNETTED CUT

Exclusive Footwear



No. 61
Side-Laced
Banded
Bridal
Shoe

E. HAYES
LADIES' CUSTOM SHOES
9-11 West 29th Street
NEW YORK
Est. Fifth Ave. and Broadway

Edmond Hayes, New York
June 15, 1907

FIG. 2—REVISION WITH VIEW TO MAKING CUT COUNT MORE

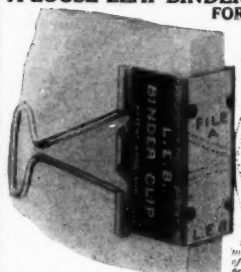
small advertiser who needs all the help that we can possibly give.

If the small advertiser makes his ads pay he becomes a large advertiser and advertising in gen-

nevertheless true. Too many small advertisers leave the size, style and arrangement of the cuts for their ad to the engraver.

This is an ad man's business.

A LOOSE LEAF BINDER FOR 5c
The L. E. B. Binder Clip



will instantly make back of any paper: with the title on its back.

You can instantly remove any paper therefrom or add any paper thereto. It is the simplest, cheapest and handiest filing system ever devised. With it letter files are kept on shelves just the same as books. After the Binder Clip is applied, the arms may be reversed and snapped against the documents or papers, and thus kept out of the way. When one arm is reversed against the papers the other forms a good hook or hanger. Send 50c for dozen prepaid. Money back if not tested. AT ALL STATIONERS.

Carhman & Denison Mfg. Co., 240 W. 23d St., Dept. 9, New York City

FIG. 3—A CRAMPED APPEAL THAT'S DIFFICULT TO REVISE

A Loose Leaf Binder for 5c



THE L. E. B. BINDER CLIP will instantly make a book of any papers WITH TITLE ON ITS BACK



CARHMAN & DENISON MFG. CO. 240 W. 23d St., Dept. 9, NEW YORK CITY

FIG. 4—A REVISION THAT GIVES THE EYE MORE ROOM

HITHERTO

The International Studio

has been almost alone in the use of
the 7 by 10 page—

and the expense of special plates has
often militated against the use of this
exceptionally high-class medium.

BUT NOW

several other magazines are altering their
pages to *our size* and advertisers plan-
ning a quality campaign may use the
same plates in

THE INTERNATIONAL STUDIO
AMERICAN MAGAZINE
CURRENT LITERATURE


Furthermore *8 inch double column* plates
may be used interchangeably in

THE INTERNATIONAL STUDIO
SATURDAY EVENING POST
COLLIER'S
METROPOLITAN
LITERARY DIGEST, ETC.

\$120 a page. \$64 per 8 inches double column.
10% discount on 3 pages or 12 insertions.

120 West 32d St., New York City

This **RAVEL-BARRIER**



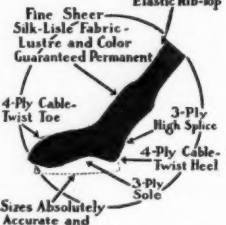
Prevents THIS

In all ladies' thin gauze

NOTASEME Silk-Lisle Hosiery

A patented device comprising a chain of strong stitches around the stocking an inch below the garter welt. A sharp garter or one too tightly pulled may break a stitch and start a ravel—unless the stockings have the Ravel-Barrier. The strong features outlined below are found in the Notaseme Hosiery for Women as well as for Men. Twenty-five cents a pair. It Wears Like "60"; Looks Like "50".

Costs But 25.



Fine Sheer-Silk-Lisle Fabric-Lustre and Color Guaranteed Permanent

4-Ply Cable-Twist Toe

3-Ply High Splice

4-Ply Cable-Twist Heel

3-Ply Sole

Sizes Absolutely Accurate and Uniform

NOTASEME Hosiery Co., Philadelphia

FIG. 5—INVOLVED AND DIFFICULT TO READ


The modern ad man lays out the size, screen and finish of a cut to fit the copy.

The copy in the Hayes ad (Fig. 1) is weakened by the use of a vignetted cut of the shoe.

Vignettes are very nice and proper in fine catalogues and booklets, but they are extremely difficult to handle in advertisements. The edges seldom fade away into the paper, as is necessary to have them useful, and the space used by these shadings could usually be used to make the copy more effective.


Fig. 2 shows the shoe without vignette and the copy made stronger. A double one-point rule is also used around this revision to make the ad more dainty and in keeping with exclusive tastes.

This **RAVEL BARRIER** Prevents THIS



In all ladies thin gauze

NOTASEME Silk Lisle HOSIERY



Fine Sheer-Silk-Lisle Fabric-Lustre and Color Guaranteed Permanent

4-Ply Cable-Twist Toe

3-Ply High Splice

4-Ply Cable-Twist Heel

3-Ply Sole

Sizes Absolutely Accurate and Uniform

NOTASEME Hosiery Co., Philadelphia

It Wears Like "60" Looks Like "50" Costs But 25

FIG. 6—THE PARTS SHIFTED AND WASTED SPACE USED

Allowing more space between border and type should also help toward an easier reading.

An ad like Fig. 1 will probably be part of the reason why the advertiser will say that advertising does not pay.

Advertising, like anything else, will pay if it is done properly.

Fig. 3 is "too much cut."

The heading is squeezed and crowded between the cut and the top rule until it can hardly be read.

And the type below the cut is so small that more than half the people who are attracted by the cut will be unable to read such small type.

This Binder Clip has a real selling point that is buried in Fig. 3. This is the fact that it has place

for the title on the back. In Fig. 4 I have put this *under the back of clip* as shown in the cut.

I think it advisable to make this phrase and the name of the clip even larger than I have shown in Fig. 4.

This cut may be any clip to the casual reader. Why not connect the selling point—title on back—with the name, and make these large and easily grasped in connection with cut?

The cut on this ad is difficult to balance wherever used owing to the phantom lines of the clip at the right. However, I think the rules at the top, bottom and center help quite a bit in this problem.

The firm behind the Notaseme ad (Fig. 5) is not what could properly be called a small advertiser. Neither is this an extremely small ad.

The ad is used here because the cuts are made and placed in such a manner as to prohibit a better display of the copy.

The top cut reads from the back to the front. This will confuse the reader whose natural

tendency is to read from left to right.

In Fig. 6, I have shifted this cut to the right and put the "positive" illustration before the "negative." In this arrangement we save the space lost on each side of this cut as used in Fig. 5 and the toes of the "be-hosed" limb point the eye into the name.

To make more space at the bottom, we shift cut to the left and re-letter some of the "arrowed" description of points.

This helps to balance properly the cut at the top and it makes room for the Notaseme slogan—"It wears like '60'; looks like '50,' costs but '25'."

I see no reason why this slogan should not be displayed in a manner that will be quickly connected with the hose at the bottom and the trade-mark at the top.

It is probably a good slogan and one which has undoubtedly gained much favorable attention.

The arrangement in Fig. 6 allows more space for type and more space between type and border.

H.E. LESAN ADVERTISING AGENCY

We would be judged by
all as we are judged by
those whom we serve

General Offices
381 Fourth Avenue
New York

Branch Office
Old Colony Building
Chicago

OFT OVERLOOKED MARKET IN THE TENEMENTS

DENSITY OF POPULATION HELPS TO MAKE UP FOR LOW INDIVIDUAL BUYING POWER—STANDARD ADVERTISED BRANDS THAT ARE ENJOYING GOOD SALES—HOW TO GET INTO THE TERRITORY

By Charles W. Hurd.

It occurred the other day to a New York magazine publisher to wonder if standard advertised brands of goods could not be sold even in the slums of the city—if they were even not being sold there at that moment. He decided to make a personal investigation, and took along with him a member of PRINTERS' INK's staff.

The results of his investigation were interesting and illuminating: he discovered the East Side.

He passed fifteen or twenty grocery stores and found none which did not display in their windows well-known package goods. For example, on Fifth street, east of Clinton and Avenue B, he found prominently displayed in windows packages of Fels Naptha, Ivory Soap, Huyler's Cocoa, Uneeda Biscuit and other National Biscuit Company products, Runkel's and Walter Baker's Cocoa, Bon Ami, Old Dutch Cleanser, Marshall's Kipper Herring, Fairy Soap, Salada Tea and Puffed Wheat.

On Sixth street, east of Avenue A, he found Uneeda Biscuit, Kellogg's Toasted Corn Flakes Postum, Gold Dust, Runkel's Cocoa, Quaker Oats, Blue Label Ketchup, Shredded Wheat, Jell-O, Knox Gelatine, Karo Syrup, Heckers' Flour, Argo Starch, Washington Crisps, White Rose Tea, etc.

At East Fourth street and Avenue D he saw Huyler's Cocoa, White Rose Tea, Crystal Domino Sugar, Crisco, H-O, Coleman's Mustard, Ivory Soap, Kirkman's Borax Soap, Karo Syrup, Libby's Ham, Babbitt's Cleanser, etc.

And on Avenue A, below Fourteenth street, he also found such high-grade goods as Necco Chocolates, Big Ben clocks, Educator

Shoes and Nemo, Warner Brothers', C/B and Bon Ton corsets.

In no case were the goods arranged in the form of standard window displays. They were evidently goods bought to be sold and placed in the window to attract attention because of the known demand for such products.

Subsequent investigation has shown that the conditions in the crowded tenement house districts are relatively as good as elsewhere. The purchasing power of the individuals composing the population is very much less, but they live so packed together that their density almost makes up for individual lack.

It was suggested in the course of the inquiry that goods were largely "seconds," put up for tenement-house consumption and sold at a lower price. This may be so in some instances, but investigation shows that the lower price of some standard advertised brands is more often due to the desire of dealers in other sections to rid themselves of stale surpluses, acquired, it is probable, through free deals. There are peddlers in large centers that sometimes take depreciating stock of this kind off the hands of grocers in more prosperous sections, and sell it cheap to the small grocers in the crowded tenement-house sections.

But on the whole prices appear to be maintained about as well as in any other part of the city.

Some idea of what the business means to a manufacturer may be gained from the experience of one of them.

"There are seven grocery jobbers located in the Ghetto, that is, east of the Bowery and below Fourteenth street," says a representative of Kellogg's Toasted Corn Flakes Company. "Each of these jobbers buys some fifty cases at a time and distributes them in lots of half a dozen or so among the retailers. There are thirty-six packages in a case. These fifty cases last the jobber sometimes a week, sometimes as long as two weeks.

"But these seven jobbers are only a part of those doing busi-

Suppose you were seeking a business interview with a man in Syracuse. Would you be more sure of a favorable hearing if your prospect sent his limousine to bring you to his home, or if you took a "carry-all" to his office in common with all your competitors? **PRINTERS' INK** is a specially invited guest in the homes of most advertising men every week. In this it differs from the circular as the limousine from the "carry-all."

ness in the Ghetto. Many of the retailers prefer to buy from other wholesalers than those of their own race or faith. So that the total business done in this crowded section of the East Side amounts to a tidy little sum.

"It was not the easiest business to get. Our distribution in the city and state outside of this section is about 90 per cent of the dealers. In the Ghetto, until recently, it was only about 35 per cent. After we had sampled the district very thoroughly, going to every tenement, no matter how high up or low down or far back, we added 25 per cent more, making about 60 per cent for the section as against 90 per cent elsewhere. Of course we have not done so much to stimulate trade here. No doubt it will increase."

The really congested part of Manhattan is the district east of the Bowery and south of Fourteenth street. According to the census just being compiled by the Federation of Churches, it has a population of 542,000, nearly one-quarter of the whole of Manhattan, although in area it is only, roughly, a sixteenth part of it. Over 400,000 and perhaps as much as 450,000 of this number are Jewish (of all countries) and the balance are divided among twenty other nationalities, of which the Italians rank next in numbers. Only 11,600 persons in the whole district are native-born of native-born parents.

This foreign language population is served by some 1,500 or 1,600 grocery stores. At least 1,500 of them are in the Jewish quarter and their proprietors generally speak nothing but Yiddish. They buy in very small lots of their jobbers, half a dozen or a dozen packages at a time. Anybody who wishes to do business with them must, of course, employ a Jewish salesman. The same is true of the other nationalities. The only recent figures on these are now being compiled by the Federation of Churches. Previous statistics go back to 1905 and these are now unreliable on account of the constant shifting of population. The 1912 fig-

ures will be accessible in a few weeks.

There are, practically, only two ways of reaching these foreign-speaking nationalities, the Jewish included, and one is the way taken by Kellogg's, sampling backed up by billboard and painted display. It has brought Kellogg good results, as reported above, but few advertisers now catering to this trade have cared to try, and those who have report varying results.

The preferred way for such products as Old Dutch Cleanser, Babbitt's Cleanser, Crisco, "Bull Durham" tobacco, Karo, and Borden's Condensed Milk, is to go into the local foreign language newspapers, which for certain easily understood reasons are even more promising mediums than the newspapers printed in English.

In most continental countries the newspapers are held to strict accountability for what they print. The news columns are often censored and fraudulent advertising is very strongly discouraged. These conditions are appreciated by their readers. Immigrants who come into this country bring along with them their respect for their newspapers—they believe almost implicitly what they read in them, and do not distinguish between the news and advertising columns.

This fact is illustrated out of the experience of the Consolidated Gas Company. A year or two ago the company had to make a refund of the difference between the previous price of gas and the price at which the legislature and courts said it should be sold. When the news got out the Consolidated offices were besieged by long lines of foreign-speaking persons.

The company explained to them first by word of mouth and afterwards by bulletin in the different languages that it would take some time to count up the difference and send out the checks, but this did not do any good. Not until the company took space in the foreign-language newspapers to explain the situation was any impression made on the crowd.

THE development of the best advertising practice in textiles and allied lines has passed from being independent of dealers to recognition of them as important in the distribution of merchandise. From that there has now come a realization of the merchants' *controlling* position in the field.

The *means* of reaching the merchant has passed through the "circular" stage and outgrown the "page in trade papers to tell what we are going to do."

Methods have advanced to where a thorough campaign contains carefully conceived plans, centered about the best trade paper work, to obtain the attention and co-operation of retailers.

We offer a service that stands alone in connection with formulating plans and policies directing the forces that control the distribution of merchandise through dry goods and department stores.

Dry Goods Economist

231 West 39th Street, New York

Then it melted away as if by magic. They were not sure about the company, but they trusted their own newspapers.

Both the Consolidated Gas Company and the New York Telephone Company have been very successful in getting more business for themselves in this section through systematic sales-work supported by foreign newspaper copy. The telephone company found hundreds of dealers who did not know that Yiddish or Hungarian or Italian could be spoken over the wire. They thought that the wire was partial to English. When they learned the truth they became good customers. It was a good new market for the telephone company.

Crisco started its campaign in the tenement-house section a year or so ago. It consulted the Jewish newspapers. They suggested as an indispensable necessity getting the endorsement of a well-known rabbi that the food was "kosher"—pure. When this was done, large newspaper space was taken in the Jewish papers and Crisco was started on the highway to success.

Karo has been a consistent advertiser in the foreign-language settlement.

Elgin watches and Coward shoes are representative of quality advertisers.

SALESMEN RUN ADVERTISING FOR A WEEK

Carrying out one of the ideas of the National Cash Register Company, as explained some months ago in PRINTERS' INK, is the scheme of Siegel, Cooper & Co., of Chicago. This store organized the salespeople of various departments under captains of their own number to compete for prizes offered by the management. Added interest was given the force by putting them in charge of all the details of the week's campaign. The names of the captains were printed in the page ad which started the sale.

ACTION IN ST. PAUL

The Town Criers of St. Paul are starting the fall with active work in making all advertising honest. Under the lead of J. N. Stewart, the newly elected president, the club investigated a local clothing ad of a sale of "damaged" goods and referred the case to the St. Paul Association of Commerce for action.

CAMPAIGN FOR PORTO RICAN PRODUCTS

THE ADVERTISING IN CHARGE OF A TRAINED AGENCY MAN AND THE MOVEMENT SUPPORTED BY THE GOVERNMENT AND PRODUCERS OF PORTO RICO—ONLY DISTRIBUTION IN HIGH-CLASS STORES—PORTO RICAN GUARANTEE OF GOODS FEATURED IN COPY

Advertising a nation's products to the people of another nation and selling those products under an effective guarantee is what is being successfully done this year by the Porto Rico Association, an organization supported by the Porto Rican government and maintaining offices in New York city. Mortimer Remington, for-

Porto Rico Coffee

Hill Grown and Hand Picked

Packed under sanitary conditions and guaranteed 100% Pure by the seal of the Porto Rico Association.

Call or send 4c postage for Free Sample. Government of Porto Rico Exhibit, 569 Fifth Avenue, New York.

For sale by

ACKER, MERRALL & CONNIT CO., all stores
CHARLES & CO. 44 East 43d Street
H. HICKS & SON 1179 Broadway
AARON WARD & SONS Newark, N. J.
and other large dealers

Every package
bears Guaranty



Seal of Porto Rico
Association

A SPECIMEN OF THE NEWSPAPER COPY
NOW RUNNING

merly with the J. Walter Thompson Company, and commercial agent of the association at New York, has just begun a campaign to sell Porto Rico coffee and other campaigns will follow.

The government of Porto Rico,

Compulsory Circulation Statements

A plan to insure the delivery of the circulation for which you pay.

It is suggested for the welfare of the entire patronage of the trade press.

Our suggestion, outlined in PRINTERS' INK for October 3rd to make it compulsory for all publishers to swear to and publish detailed statements of circulation was not given the approval of the Federation of Trade Press Associations at the convention at Niagara Falls, Sept. 26 and 27, 1912, nor was a suitable substitute adopted. Therefore, we have resigned, but that is another story.

The plan was:

- 1st—Obtain a law requiring all publishers to swear to the circulation of each issue of their publications and print a copy of the statements in the issue next succeeding.
- 2nd—Have these statements verified by postal employees, just as national banks are examined.
- 3rd—Cancel the second-class entry of any publication for which false statements are found to have been made: and
- 4th—Have a suitable imprisonment penalty or a fine.

We considered it a simple remedy for an aggravated condition and many reputable manufacturers and publishers and the Philadelphia Trade Press Association agreed with us.

This plan suggested a way to protect all advertisers.

We ask for your support of this movement, and your views on the subject. We want to give you details and tell you how you can help obtain this desired condition. If you spend money in newspapers, magazines or trade papers you are vitally interested. Ask us for full details of the plans we have spent years in formulating. It costs you nothing. Our work is for the benefit of all who believe in the square deal.

Chilton Company, Philadelphia, Pa.

Publishers { **AUTOMOBILE TRADE JOURNAL**
COMMERCIAL CAR JOURNAL
CHILTON AUTOMOBILE DIRECTORY

under the direction of Governor George R. Colton, and José de Diego, the president of the Porto Rico House of Delegates, has secured the co-operation of an alliance of producers and wholesale merchants on the island and has established offices for the thorough testing of all articles offered for sale under the seal of the Porto Rico Association, of which these merchants have become members. The association guarantees its tested products to all purchasers.

Much of the Porto Rico trade

sis. To sell a coffee that retails at forty-four cents a pound is not an easy matter, and it was necessary to study the market carefully before attempting to get distribution. Efforts to get retail business so far have been confined to the metropolitan territory. The method ultimately adopted was to secure the co-operation of the city stores that reached chiefly high-class customers, enforcing this with advertising in New York city newspapers. To those who sent in requests, samples were submitted, and the names forwarded to the nearest stores. A large suburban distribution has been obtained, and the results are encouraging the association, which has its eyes on other large cities.

In the advertising copy it has been pointed out that the coffee offered for sale is that which formerly went to the French market, and that it is now offered under the effective guarantee

of an association back of which stands the government of Porto Rico. This latter point has proved distinctly successful as a selling force.

The first of the daily newspaper ads appeared on October 15th.

The association has also begun a campaign to the dealer, using several trade journals. Results from this advertising will be watched with interest.

In offering the various products of Porto Rico to the trade the association has been afforded earnest co-operation from Porto Rican producers who have adopted the trade-mark of the association for its guarantee value.

Charles B. Nash, assistant advertising manager of the Standard Sanitary Mfg. Company, Pittsburgh, is the instructor of the course in advertising being given at the Y. M. C. A. in that city.

Porto Rico Coffee

One of the Highest Grade Coffees of the World



Roasted and Packed and Guaranteed under the seal of the Porto Rico Association.

Now being advertised and samples distributed by the Insular Government of Porto Rico.

Distributors wanted in every city to whom inquiries and purchasers will be referred.

Send for FREE SAMPLE and information

INSULAR GOVERNMENT OF PORTO RICO

Bureau of Information and Exhibit

559 Fifth Avenue

New York

SHOWING THE NATURE OF THE TRADE JOURNAL COPY

that formerly went to other ports is now being diverted to the United States, where goods may be exported, free from duty, into what the association believes will eventually become its widest market. The products offered for sale—coffee, cigars, grape fruit, pineapples, etc.—are trade-marked with the seal of the association, and the advertising campaign seeks to make this trade-mark so generally known that the trade can be effectively organized so as to secure a satisfactory profit to the merchant.

It is claimed that the government of Porto Rico, in giving its support to this movement, is the first nation to carry on a systematized campaign to sell advertised goods, and its methods are aimed to be in keeping with the most up-to-date campaign plans.

The coffee trade is being handled on an especially scientific ba-

Have you seen it? November issue—To-day's?

Please compare it in quality and quantity with other magazines in our field.

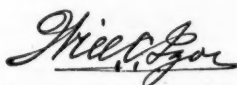
Most sincere words of approval have come to us from all sides. From advertisers—advertising agents—*but most important of all*—from our *subscribers*.

They are the “power behind the throne.”

They are the big unit of buying power, *Mr. Manufacturer*, which makes a market for your goods.

Our 800,000 women readers take *personal charge* of the buying of necessities for their homes.

Permit us and we will prepay the proof to you.



Advertising Manager

1 Madison Avenue, New York City

HOWSE & LITTLE CO.
People's Gas Building, Chicago, Ill

CHARLES DORR
6 Beacon Street, Boston, Mass.

SWINGING BACK A CITY'S LOST TRADE

HOW TWENTY-SEVEN SAN FRANCISCO DEPARTMENT STORES AND SPECIALTY HOUSES AT LAST MADE A SUCCESS OF THEIR FALL FASHION SHOW BY NEWSPAPER ADVERTISING AND RECOVERED OUT-OF-TOWN TRADE LOST AT THE TIME OF THE EARTHQUAKE

The successful outcome this year of San Francisco's "Fall Fashion Show" deserves at least a brief notice for three reasons: first, it shows that the San Franciscans have found a rapid way to swing back to their city a lot of the retail trade lost to surrounding towns and cities at the time of the great earthquake; second, the swing was produced by a judicious use of paid space in the newspapers of the surrounding

The "Fall Fashion Show" was started some three or four years ago, with the avowed object of winning back the trade, but it had never made any serious impression on the out-of-town communities. In the previous two years it actually had lost money. The out-of-town stores had made the most of their opportunity and had become too firmly lodged to be shaken by ordinary competition.

This year the plans were radically changed. Instead of depending upon gratuitous notices from the local papers, a number of the local merchants made up an appropriation of \$3,500 and engaged a local advertising agent, Louis Honig, of the Honig Advertising Service, to lay it out in a professional way.

Seven pieces of copy were prepared for use in the San Francisco papers and three for out-of-town papers, each set running in all the papers scheduled. The space ran from quarter pages to eight inches, four columns wide. Elaborate fashion pictures were featured in the copy in striking black-and-white. In the wording, the importance of San Francisco as a fashion center was emphasized.

There was no lack of free publicity, either. All of the striking features of the "Show" were picked out and handed over to the newspapers for exploitation. One of them was about a \$6,000 fur coat and another about the woman with \$10,000 worth of clothes on. The newspapers, very well disposed toward their regular advertising and not unmindful of the results to flow from a successful season, were glad to co-operate in a general way.

Besides the newspaper space, several hundred posters were used in railroad stations and offices, some an original poster designed by Driand, the Paris fashion artist, and others reproduced in three colors from the Driand poster. Part of the figure of this poster was used in one of the newspaper ads and is reproduced herewith.

The railroads co-operated in making the Show a success by



**Special Railroad
Rates
for
San Francisco's
Great Fashion
Festival**

The railroads realizing the importance of the San Francisco Fall Fashion Show to the women of California have made a special rate of one fare and one-third to San Francisco and return, tickets good September 4th, 5th and 6th and return until September 9th.

**San Francisco's
Fall Fashion Show**
September 5th 6th 7th

will be without precedent. The twenty-four large leading fashion stores will participate, holding their formal fall openings simultaneously, instead of at different times as was formerly the custom. During these three days San Francisco will be a land of fashion. Plan now to be there then.

THE POSTERY NEWSPAPER COPY

country, as well as of San Francisco; and third, the advertising was paid for by some twenty-eight or thirty of the leading department stores and specialty houses in the fashion line whose store exhibits constituted the "Show."

AN investigation of the first
two hundred names on
the subscription list of

HARPER'S MAGAZINE

in the city of Syracuse, shows
that seventy-four are owners of
automobiles.

Additional information
of like character may
be had upon request.

ADVERTISING DEPARTMENT

HARPER & BROTHERS
FRANKLIN SQUARE, NEW YORK

We won't deny

That we were forced to move into a larger building this month—a splendid building erected with a view to our particular needs—

That we have installed two magnificent new presses built with a special view to producing larger pages, more of them and a better printed magazine—

That our December issue will be our best yet, and that we want to make it a record issue in every way. Circulation 225,000 guaranteed at \$1.00 per line. Ten per cent. discount for quarter page (200 lines) or more in one issue. Forms for December will close November 7th in New York, Boston and Chicago, and November 9th, Atlanta.

Uncle Remus's Home Magazine

Atlanta, Georgia

Julian Harris, Advertising Manager
1 Madison Avenue New York
Joel C. Harris, Western Manager
337 Marquette Bldg. Chicago
Charles Dorr, New England Representative,
6 Beacon Street, Boston

giving a reduced rate to and from the city within a radius of 150 miles.

None of the other merchants of the city had subscribed to the advertising fund, but as the advertising continued to run, the enthusiasm grew and the three "Show" days, Sept. 5th, 6th and 7th, found most of the shopping section under decoration, with special window and store displays.

The advertising was started eighteen days before the Show, and the results exceeded expectations. The railroads brought in thousands of people. The stores, restaurants and hotels of the city were jammed.

The handling of the Show in a straight advertising way has been so successful that the 1913 Show will undoubtedly be staged on an even more elaborate basis, with more concerns co-operating.

COMPLETE SERVICE PROVIDED

Editor of PRINTERS' INK:

On a recent trip south, I registered at a hotel where, in each room, attached to the 'phone, was a card reading: "A Special Club Breakfast is served from 6 to 9 a. m."

Immediately under this card hangs the telephone directory with an advertisement on the cover headed, "When you need an undertaker, 'phone 71 Jackson."

Can you beat it?

FRED OTTE, JR.

WOULDN'T ACCEPT COPY WITH TRAIN WRECK PICTURE

A San Francisco concern wanted to exploit its "train wreck" sale of clothing. The copy was illustrated with a blood-curdling drawing of the alleged wreck. When it was offered to the *Examiner* the advertising manager declined the ad, taking the stand that the illustration was objectionable. The advertiser then cut out the illustration and the ad was accepted by the objecting paper.

THE C. O. D. LETTER IN EUROPE

THE B. F. GOODRICH COMPANY,
AKRON, OHIO, Oct. 15, 1912.

Editor of PRINTERS' INK:

In every European country it is permissible to mail a letter without prepayment, the postage being charged to the addressee at double rate. This has many advantages, probably the most familiar being that of the man with an important letter to mail and no possibility of getting a stamp.

As an advertising proposition, however, it is probably more interesting to your readers, and the advantage is that

you may enclose a return card with any piece of publicity matter bearing an inscription in the corner to the effect that "postage will be paid by the addressee," in lieu of the more familiar "Place 1c stamp here."

Incidentally I would mention that an unpaid letter is sometimes made to do duty instead of registration, the theory being that every party through whose hands the letter passes and who is charged temporarily with the collection of the amount will take especial care of the missive, which has the additional advantage of not bearing any evidence of value.

There are many other directions in which Uncle Sam might take lessons from foreign post-offices, whose theory is to furnish the best possible service to the public, irrespective of the personal feelings of the post-office officials.

Yours very truly,

AUSTEN BOLAN.

CIGARETTE COMBINATION LAUNCHED

The Tobacco Products Corporation was incorporated in New Jersey on October 16. Among the associates of Daniel G. Reid, the president, in the new enterprise, are H. C. Frick and John D. Ryan. The latter is president of the Amalgamated Copper Company. Mr. Reid and Mr. Ryan are on the board of directors as are also Francis L. Hine, president of the First National Bank of New York; Seward

Prosser, president of the Liberty National Bank of New York; Thomas Cochran, Jr., vice-president of the Astor Trust Company; Joseph A. Bennett of White & Case, Wall Street attorneys; Robert Walker, receiver for the United States Motor Company.

George J. Whelan, president of the United Cigar Stores Company, it has been announced, will assist the new concern in an advisory way only. It is explained that Mr. Whelan will simply give the new enterprise the benefit of his wide retail experience.

The Tobacco Products Corporation will have as a nucleus the business of the Surbrug Company and that of M. Melachrino & Company. Present plans contemplate the building up from that basis rather than buying out a number of old-established firms. The amount paid for the Surbrug business was \$700,000, while the Melachrino selling price was \$3,500,000. The annual output of the two companies is close to a billion cigarettes. The new organization will concentrate on cigarettes, though other smoking tobacco will be sold. The annual increase of 2,000,000,000 cigarettes convinced the promoters that they could well enter this field.

S. M. Evans has resigned as advertising manager of the Lozier Motor Co., Detroit. The advertising and sales departments of the Lozier concern have been consolidated and are under the direction of C. A. Emise, sales manager of the company.

COOPER HAS MOVED TO LARGER QUARTERS



Owing to our great increase in business we have been compelled to move to larger quarters. With double the former floor space and double the force of copy men we are doubly able to prove that

"On The Pacific Coast It's Cooper"

TO
HERE



If you want to cover the rapidly growing Pacific Coast in the most economical and resultful way, place your Western appropriation with the agency that has its finger on the pulse of this great progressive and prosperous section.

Let Us Prove It

COOPER ADVERTISING CO.

SAN FRANCISCO

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building, THORODOR E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 8j.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy: Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, October 24, 1912

Diversifying Your Interests

The Knox Automobile Company attributes its present financial troubles to having embarked in the truck business. So long as it confined itself to making a fine pleasure car all was well. But going into another, though allied line of business, brought serious trouble. Similarly with the McCrum-Howell Company, the wiping out of the entire equity of its stockholders is due primarily to a policy of getting into too many widely diversified fields of operation. Again, the U. S. Motor failure, while put down to lack of working capital, is in part due to the making of too many models of its different machines.

Bankers say that one of the commonest causes of the financial troubles falling within their daily experience is a too-vaulting ambition. For example, a man is successful in a certain line of business and conceives the idea of putting up a fine building and renting surplus floors to other concerns. The building costs more

to erect than he expected, his equity is small, and a great deal of the space remains untenanted. Without realizing it, he has gone into a business different from his own, and which he does not understand—the real estate business—and then the banker is asked to come to the rescue.

A specialist on investments was asked about the securities of a certain large and famous corporation. "I do not regard them as favorably as I once did," he replied. "The company shows a tendency to go into the manufacturing of all sorts of side-lines and is even taking up retailing in some of its phases. At present the profits are growing, but the risk has been increased several times over. If this concern experiences a setback it is surely going to happen as a result of having spread out too thin."

What lesson can be drawn from such instances? Of course, it would be foolish to lay down a general rule that a manufacturer ought never to add to his original line of endeavor. The Heinz line owes its strength to its 57 varieties. The enormous dividends being paid by the Eastman Kodak Company are not due so much to the original hand-camera business as to the company's alertness in laying hold of the moving picture craze and thus expanding in a new industry. Claffin, the wholesaler, became Claffin, the retailer, as well, and up to date has made a great success of it, when other wholesalers, less keen to recognize the trend of the times, have been forced out of business altogether.

The most that can be said in a general way is to sound a note of caution to business men who, because they have been successful in one line, are prone to conclude that they can conquer in all fields. Let them read in October *Harper's Magazine* the story of what happened to Mark Twain when he adventured into the book publishing business and the manufacture of type-setting machines. A wonderfully successful author and lecturer, he was wrecked financially when he departed from his real

trade. That is the first test a business man should apply to a new undertaking. Is it a logical, natural outgrowth of my main business? If he can answer that question satisfactorily, it will then be time to take up such other points as: Have I the necessary capital, and the requisite energy? Is the game worth the candle? and so on. But always should be borne in mind the fundamental principle that the *burden of proof* in considering a new project rests not on the individual but on the project itself. If business is not approached from this angle it ceases to be business and becomes speculation. Many a manufacturer has paid a big price to learn the simple truth that the greatest operating economy lies in duplication on a large scale.

PRINTERS' INK says:

The punch in the copy must be above the belt, because the reader is the referee.

Gossip in the Advertising Business

We have no means of knowing whether there are more idle gossipers in the advertising business than there are, for example, in the shoe trade, or the drug trade, or the grocery trade. But in our opinion, all industries, and the advertising business in particular, would be in a much healthier condition if the old women gossipers who delight to pass along misinformation could be made ashamed of themselves. The receipt of the following letter from the distinguished president of the Associated Advertising Clubs of America gives PRINTERS' INK an opportunity to point out a much-needed moral:

Editor of PRINTERS' INK:

I want to congratulate you on the spirit and tone of your editorial in your October 3 issue, entitled "PRINTERS' INK Takes Its Own Medicine." You win confidence tremendously by going the law one better and giving more information than is required.

As well informed as I ought to be, I had been misled recently with reference to the ownership of PRINTERS' INK, it having been whispered to me that a certain great advertising agency had the controlling interest in it. I had no way of refuting the statement. Your

clean-cut announcement tells us all just what it is good for us to know.

Advertising interests are fortunate in having their oldest and, perhaps, most powerful trade representative conducted on such high principles as are continually exemplified in your conduct of PRINTERS' INK.

GEORGE W. COLEMAN.

The last time we had our attention called to the precious bit of gossip referred to by Mr. Coleman, we were able, thanks to several friends, to trace it directly to an officer of a Western advertising agency who, upon being called to account, humbly withdrew his allegations, admitting that he had no foundation whatever for his random statements. Probably every advertising man holding a more or less conspicuous position has been annoyed by personal gossip which sometimes has its origin in malice and sometimes in pure thoughtlessness. We can all help to suppress the nuisance if we refuse to be made the recipients of idle gossip and give the gossipier to understand in pretty plain terms what we think of him.

Earle Welborn, in an address before the Dayton Chamber of Commerce, said: "I know of no easier place to get misinformation than the modern Pullman. Those of us who travel a great deal have opportunity to hear wonderful things about our own and other people's business. Curiously enough, the conversation is nearly always unfavorable. I heard a man prove to another that a car couldn't be cranked by electricity, and at that time we had 6 000 Cadillac cranking away in spite of his elaborate proof. Funny how science doesn't stop because some petticoat salesman says it must. If a man is starting a new industry, the critics call to mind all the difficulties he has to overcome, all the competition he has to face, and pronounce him a failure before he gets started. If he has an established industry, they see barriers ahead which he cannot climb over. Yet in most cases this man knows exactly what he is doing, and has planned means for overcoming these obstacles."

Gossip is not always harmless. Sometimes the report that such-and-such a concern is financially

embarrassed or that such-and-such an agency is in disfavor with its client will create a situation with far-reaching consequences. The gossip may deplore the unforeseen results of his wagging tongue, but it would be better for all concerned if he cultivated foresight instead of hindsight.

PRINTERS' INK says:

A man may say the copy is the best ever, but that is no sign he will buy any of the goods.

Editor Hapgood Leaves Collier's

The resignation of Norman Hapgood, for nine years editor of *Collier's Weekly*, took place last week. The event would not ordinarily attract much attention, aside from those directly interested, were it not for the tenor of certain statements regarding his former employers which Mr. Hapgood made public through the daily papers:

As to the editorial sample of Mr. Collier's literary talent, I referred to its hopeless commonplaceness. . . . If the office boy had written the editorial I should have rejected it.

Mr. Collier turned over to E. C. Patterson, his advertising manager, now made general manager, the complete power over every department. Mr. Patterson's flat announcement, made before nearly a score of men in the Collier Company, was that he intended to see that certain differences were made in the editorial treatment of advertisers and in other editorial policies.

This led me to declare at once that no such change would be made while I was on the paper, but that I should wait to see it actually begun. When I saw Mr. Collier break the custom of years by seeking occasions to interfere with me, I knew its meaning and acted at once.

I did rejoice in Mr. Patterson's appointment. Mr. Patterson is able and attractive. I have always liked him personally, and he did excellent work as advertising manager. It was a disappointment and a surprise to me when I found that his first preoccupation, when he was given power superior even to Mr. Collier's, was to change the nature of the paper.

It was not only that he stated that advertisers would have to have special consideration, but also that he took a decided stand against what he called "muckraking," and what I should call fearless telling of the truth whomever it might affect. I am sure that he believes that the new policy is likely to be good business, but it is perfectly

obviously the end of *Collier's* as we have known it.

Every executive of experience will know instantly how to classify a man who publishes matters of this kind affecting his former employers, and no word of explanation from either Mr. Collier or Mr. Patterson is required. It is the privilege of any man finding himself out of sympathy with the policies of his house to resign. But it is in the worst possible taste for him to discuss publicly confidential matters with the intent of damaging those from whom he has drawn pay for a considerable length of time.

It unfortunately happens sometimes that a man appears to be unconstitutionally capable of appreciating liberal treatment. The boys know the disease as "swelled head." When a man develops the disease in a bad form, it is best, both for himself and the organization, that the connection be terminated as soon as possible. Usually when an "indispensable" man is eliminated, someone else comes forward who does his work twice as well.

NEW MEMBERS, A. N. A. M.

Recent additions to the membership of the Association of National Advertising Managers include the following:

G. F. Baright, advertising manager, the Prudential Insurance Co. of America, Newark, N. J.; W. A. Fuchs, advertising manager, the Beaver Company, Buffalo, N. Y.; Hamilton Gibson, advertising manager, Hunt Brothers' Co., San Francisco; Harold P. Gould, advertising manager, Joseph T. Ryerson & Son, Chicago; T. F. Hart, president, Inter-State Automobile Co., Muncie, Ind.; N. A. Hawkins, commercial manager, Ford Motor Co., Detroit, Mich.; T. Clarence Heisey, A. H. Heisey & Co., Newark, Ohio; Harry S. Quine, manager advertising department, the Goodyear Tire & Rubber Co., Akron, Ohio; M. B. Claussen, advertising manager, Hamburg-American Line, New York; H. F. Davenport, general manager, the Brunswick-Balke Collender Co., Chicago; Philip W. Lennen, advertising manager, the Royal Tailors, Chicago.

E. S. Kavanaugh, formerly connected with the advertising department of Colgate & Co., is the newly appointed secretary of the Associated Charities, Cleveland.

W. M. Collins recently resigned from the advertising management of Berry Bros., Limited, Detroit. A successor has not been appointed.

Geo.
B. F.

Independence

LIFE is published for its readers, not its advertisers.

This policy has created for LIFE the reputation of being a remarkable advertising medium.

For one score and ten years LIFE has been muck raking—without the muck—so fearlessly yet diplomatically that it has never been classed with mediums which have had to do something to attract attention. LIFE'S even fearless policy every week for thirty years has established with its readers a confidence which they have in the advertisements in LIFE as much so as in LIFE'S reading matter.

In every issue LIFE knows he will displease some and please a great many more, but our readers have often admitted that while we displease them one week we more than atone in the issue following.

That LIFE is enjoying in its 30th year an increase of readers and advertisers which is making it the talk of the advertising world, is the best evidence that LIFE'S policy of editorial independence is appreciated by its readers, the value of which is recognized by its advertisers.

Based on the above we advance "another reason" why you should use LIFE. The independent publication.

Geo. B. Richardson, Adv. Mgr., 31st Street West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1203, Chicago

"ADVERTISING ALONE WOULD FAIL TO ELECT CANDIDATE"

AN ANSWER TO MR. FINNEY'S ARTICLE WHICH APPEARED IN PRINTERS' INK'S OCTOBER TENTH ISSUE—SPEECH-MAKING NEEDED JUST AS SALESMEN ARE NEEDED TO BACK UP AN ADVERTISING CAMPAIGN

By Frederick C. Mathews,
President Mathews, Kaye, Mann &
Company, Detroit.

I believe in political advertising to back up the candidate, but I do not believe political advertising will ever elect a candidate without organization, speech-making and live political rallies throughout the nation.

Cold type will tell the story; but cold type cannot successfully combat the personality of the man—the oratory of the man—the enthusiasm this man generates by his words and presence.

Mr. Finney says, "Campaign rallies are like store demonstrations—very specially peanutty in their reach." Has Mr. Finney forgotten that campaign rallies create thousands of dollars in advertising for candidates through the news columns of the press?

Has Mr. Finney forgotten that the morning after a speech is made by Mr. Roosevelt, Mr. Wilson or Mr. Taft, more free advertising appears in the columns of the papers throughout the land than any political party could afford to buy? This advertising is run as news in preferred position, and read as news.

Campaign rallies no longer attract bums, as Mr. Finney infers, and free drinks or cigars are tabooed. It is now against the law to hand them out.

Political rallies of to-day attract thousands of our best citizens, too. They give the people the opportunity of seeing and hearing their men.

I would rather have Roosevelt or Wilson talk to a rally in any town or state, and their speeches transmitted to the press, than hundreds of pages of display space in that state.

Men who vote want to hear the man they will vote for—or against. Men who vote pay less attention to editorials or political advertising than they do to what the candidate actually said "last night."

Roosevelt, the greatest leader of men to-day, swings a state into his columns by campaigning through it in whirlwind fashion, creating great enthusiasm and generating in the hearts of men and women a desire for better government.

You can tell the same things to the people in display type, but you can't get your display type, "Brisbane written" or written by any other man, to accomplish the same results.

Ten thousand cheering men following behind Roosevelt in Chicago will wake up the old town to a high pitch and make thousands of votes for him—a pretty good demonstration, don't you think?

A page in every paper in Chicago could create no such enthusiasm, because the man, the leader, cannot be *felt*.

Personally, I would rather have a candidate on the firing line for votes and rallies and large meetings, than all the display space a half a million dollar campaign fund would buy. And I could keep him on the firing line with a hundred other orators every day for three months, for one-half this appropriation.

I believe in political advertising for backing up the candidate, just as I do in commercial advertising for backing up the salesforce. But I contend that the candidate who stays at home and advertises, as Mr. Finney suggests, will be in the same position as the firm that advertises a product to the consumer and has no salesman out to get the orders.

My trip with Roosevelt demonstrates that thousands of people want to see a leader. The thousands that greet us are not like the curious at a food product demonstration for a sip of this or that. Their hearts are reached and their votes are sure; they tell thousands of others; and besides

Are You One Of These?

Wanted—A Sales Expert

Not to sell goods—not even to direct a selling organization—but to study selling problems of the clients of an advertising agency which believes that the success of an advertising campaign depends on proper selling as much as on good advertising. To successfully fill this position a man must have a keen analytical mind. He must be able to inspire confidence in those from whom he seeks information. He must be able, not only to get at actual conditions, but must have had sufficient selling experience to be able to see selling opportunities and offer practical suggestions for taking advantage of them. In short, he must be a big man.

Wanted—A Writer

Not merely an advertisement or booklet writer, but a man who has original ideas and the ability to present them in an attractive way. We want a man who can turn out snappy work.

An inexperienced man will not do, no matter how much genius he may have. We have no time to train a man—we want a finished workman.

Wanted—A Typographical Expert

Not to set advertisements, but to direct others how to set them. The first requirement is a thorough education, particularly in English, punctuation and spelling. The second is an artist's eye for proportion. Third, good taste.

This position can be filled by one not experienced in typography if he (or she) has the other requirements—plus the ability to study without merely copying.

In filling these positions we will consider ability before cost, and will pay full value for the ability we require. Here are three openings for unusually good men. Our agency is one that renders a very high quality of service to its clients. It has high ideals of what an advertising agency should be, and will only consider men whose character and ability will measure up to these ideals. All applications will be treated in the strictest confidence. Address, "C. A.," Box 26, Printers' Ink.

I Don't

want just a job—No, I've already attained that peerless height of distinguishing myself from the Great Unwashed. I have one now.

But I Do

want to meet a real man who'll back me up with a real advertising appropriation and then watch me double his sales. I haven't just talked myself into thinking I write good copy because I see my efforts selling goods.

You Do this:

Send me literature on your product and I'll write some specimen copy for you. It will be entirely new and novel and if it does not appeal to you, you're not the kind of a man I am looking for.

IF it Does

well—then I'll ask you to make me an offer—No—you're wrong there, my friend, the salary I want is just twice that much.

**"E" Box 24
Printers' Ink**

all this, special correspondents on the train transmit the news to hundreds of newspapers throughout the land, placing before millions of manufacturers, artisans, farmers and others in various trades, and before the whole nation, the "sales" arguments of the candidate—and these sales arguments are placed in preferred positions as news in the leading papers of the land.

I believe political advertising should be backed up by speech-making, just as firmly as I believe that commercial advertising should be supported by a sales organization.

PACKARD AD AS FIRST MADE

PACKARD MOTOR CAR COMPANY
DETROIT, MICH., Oct. 10, 1912.

Editor of PRINTERS' INK:

We note with a great deal of interest your reference to a Packard advertisement, in your issue of September 26.



**A SMALLER SIX CYLINDER PACKARD
THE NEW "38"**

Left drive and control. Electric self starter; electric lighting. Starting, ignition, lighting and carburetor controls on steering column

Development, A. I. A. M. rating:

Maximum brake horsepower	30
Six cylinders, four, four valves, stroke, five and one-half inches, 24 valves included. Wheel base, Touring Car, 124 inches. Engines, 130 inches. Standard, 115 inches. Tires, 36 by 4 1/2 inches, solid and wire. These figures are all approximate.	

The Packard "38" Line

Touring Car, five passengers	\$2,100	Special Limousine	\$2,400
Standard, five passengers	\$1,800	Standard	\$1,500
Standard, four passengers	\$1,600	Lighting	\$400
Standard, three passengers	\$1,400	Standard Coupe	\$1,800
Standard, two passengers	\$1,200	Standard Sedan	\$1,600

In road efficiency, ease of riding and handling, the new "38" is a real Packard motor car.

DEMONSTRATION BY PACKARD DEALERS ON SAT. 2ND OF EACH MONTH AT 10 O'CLOCK

Packard Motor Car Company, Detroit, Michigan

THE AD AS SUBMITTED TO PUBLISHER

Your criticism refers to the advertisement as it appeared in the *Saturday Evening Post*. We are enclosing a proof of the ad, as originally designed, for comparison with the form which was changed arbitrarily by the *Post* to conform with their mechanical requirements.

Our message in this case was "a smaller six-cylinder Packard," and I trust you will agree that this message

dominates the ad as we originally wrote it.

We are always glad to have criticism because we think it is helpful, but I



A SMALLER SIX CYLINDER PACKARD

The New "38"

Left drive and control. Electric self starter, electric lighting. Steering, ignition, lighting and carburetor controls on steering column.

Maximum, A. L. A. M. rating 35
Maximum brake horsepower 40
Six cylinders, bore, four inches, stroke, five and one-half inches.
All values exclusive. Wheel base, 110 inches. Front axle, 135 inches.
Rear axle, 135 inches. Weight, 2,100 pounds. Price, \$1,200 to \$1,500.
In stock, ready to ship. Three-quarter acre, electric spring.

The Packard "38" Line

Turning On for delivery	\$1,200	Standard Limousine	\$1,500
Standard Car	\$1,200	Standard Sedan	\$1,200
Standard Coupe	\$1,200	Standard Coupe	\$1,200
Standard Sedan	\$1,200	Standard Sedan	\$1,200
Standard Coupe	\$1,200	Standard Coupe	\$1,200

In need of advice, call on sales and service department, Packard Motor Car Company, Detroit, Michigan.

Packard Motor Car Company, Detroit, Michigan

THE MODIFIED AD THAT OCCASIONED THE CRITICISM

think in this case the responsibility rests with the *Saturday Evening Post* and not with us. What do you think?

F. G. EASTMAN,
Advertising Department.

PRATT & LAMBERT TO THEIR SALESMEN

If ever the time is right, it is *right now*. Now's the time. Our advertising is *now* spreading its influence widest—every feature of the fall advertising is *now* exerting full selling power.

Do you realize that *carloads* and *carloads* of magazines containing P. & L. advertisements are *now* going to varnish buyers in all parts of the United States and Canada? Do you realize that *hundreds of thousands* of copies of "Varnish Talks" and "Selling Power" are spreading the P. & L. message to painters and dealers this fall?

We've told you all this before, but we want to hammer it in *now*. It's got to make a dent on you first, if it makes a dent anywhere. When you fully realize the breadth and scope of this P. & L. advertising you have been told about, there'll be more sales in your territory. No, the advertising isn't going to do all the selling, but it's going to help some. If, in your knowledge of what advertising really is and your enthusiasm for the P. & L. proposition, you put your dealers next, then you will get the full benefit of this selling force. This advertising isn't only going to sell your dealers (it is doing that now, if you are using it) but it will sell for your dealers right *now*, if you have sold them. And if you haven't sold 'em, sell 'em *now*.—The Co-optor.



When You Buy Silver

Ask your dealer for **1847 ROGERS BROS.** ware. This is the highest grade of silver plate made. Consistently advertised so for over 50 years, by the world's largest makers of sterling silver and plate.

1847
ROGERS BROS.

"Silver Plate that Wears"

is the ideal silverware for the table and for gifts. It is the only silver plate with an unqualified guarantee that is backed by the actual test of 65 years' wear. It is a staple that has won success through merit and advertising.

INTERNATIONAL SILVER CO.
Meriden, Conn.
Successor to Meriden Britannia Co.



AIMS OF NEW NEWSPAPER ASSOCIATION

—
 TWENTY-EIGHT BIG DAILIES JOIN ORGANIZATION TO IMPROVE ETHICS OF BUSINESS—RELATION TO OTHER NEWSPAPER ASSOCIATIONS IN FIELD
 —

Twenty-eight daily newspapers, all prominent, representing publishing interests in 22 cities, are reported as having accepted the invitation to become members of the Association of Daily Newspapers, recently organized in New York City for the purpose of carrying on a campaign for more national advertising. These papers, and such others on the preliminary list of seventy-one as accept, will establish an office in New York, as soon as a manager in charge has been chosen. An appropriation of \$35,000 has been set aside, it is stated, for the campaign.

The list of twenty-eight new members of the new organization is made up as follows:

Baltimore Sun
 Brooklyn Eagle
 Chicago Daily News
 Chicago Record-Herald
 Cleveland Plain Dealer
 Des Moines Capital
 Houston Chronicle
 Kansas City Star and Times
 Louisville Courier-Journal
 Milwaukee Journal
 Milwaukee Sentinel
 Minneapolis Journal
 Nashville Banner
 New Orleans Item
 New Orleans Times-Democrat
 New York Globe
 Philadelphia Inquirer
 Philadelphia Record
 Pittsburgh Chronicle-Telegraph
 Pittsburgh Press
 Portland Oregonian
 Richmond Times-Dispatch
 St. Louis Republic
 San Francisco Call
 St. Paul Dispatch
 St. Paul Pioneer Press
 Spokane Spokesman-Review
 Washington Star

The new organization aims to improve the ethics of the newspaper business by making certain requirements of the papers selected for membership. These requirements stipulate that no business shall be accepted at lower rates than those stated in the prospectus of each as supplied to the association. It is stated that only such papers will be admitted

as can show ability to aid an advertiser who seeks to obtain adequate distribution in its field, and that, once admitted, the association will stand back of the claims made, to the extent of guaranteeing circulation and stability of rate.

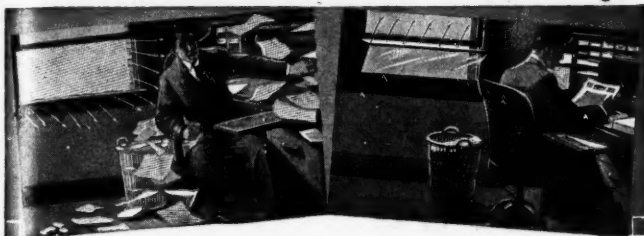
Various problems have been discussed by those who hope to make the Association of Daily Newspapers an efficient factor in covering the field for advertisers. One of these had to do with the establishment of a flat rate for all newspapers, and the matter will probably be thoroughly threshed out within a short time.

The officers of the new association are: President, H. R. Rogers, business manager of the *Chicago Daily News*; vice-president, H. F. Gunnison, business manager of the *Brooklyn Eagle*; Secretary, Geo. S. Oliver, publisher of the *Pittsburgh Gazette-Times*; Treasurer, William Simpson, business manager of the *Philadelphia Bulletin*.

The new association plans to concentrate on developing business for its newspapers, while the Associated Newspapers, another organization, composed of some of the leading evening newspapers throughout the country, supply editorial features to their members; and it is understood they are now planning on a campaign to secure more foreign advertising.

Very recently the Federation of Trade Press Associations at their annual meeting in Niagara Falls appointed a committee in charge of a campaign to advertise the value of trade paper space. It is, of course, certain that these sellers of advertising will pursue the policy they advocate for others, in promoting their interests.

The following newspapers have been advertising newspaper advertising in New England for over two years, in the columns of *PRINTERS' INK*: Meriden, Conn., *Record*; Burlington, Vt., *Press*; New Haven, Conn., *Register*; Waterbury, Conn., *Republican*; Worcester, Mass., *Gazette*; Springfield Mass., *Union*; Salem, Mass., *News*; New Bedford, Mass., *Standard and Mercury*;



The Open Window—NO PROTECTION

Protected with IDEAL VENTILATOR

Incoming cold air from an unprotected open window creates a dangerous draught, subjecting the occupants of the office to the risk of catching cold and losing papers.

Ideal Window Ventilators

and Draught Deflectors

With the Ideal Ventilator installed, as illustrated at the right, you secure the same amount of fresh air, but you are absolutely protected from draughts.

Ideal Ventilators insure at all times a constant inflow of pure, fresh air, evenly diffused throughout the room.

Send for FREE Fresh-Air Book and learn how inexpensive, easily regulated, easily installed and perfectly adapted for offices, mills and factories are Ideal Ventilators. Ideal Ventilators in your house insure sound sleep and save doctors' bills.

IDEAL VENTILATOR CO., 361 Weybosset St., Providence, R. I.

New York, Chicago, St. Louis, Cincinnati, Cleveland, Detroit

DAILY AVERAGE FOR FOUR MONTHS—27,840

THE NEWS-LEADER

Every afternoon except Sunday

Richmond, Virginia

"More Daily Circulation Than Any Other Paper
Published in Virginia"

NET CIRCULATION STATEMENT

From May 1, 1912, to August 31, 1912—

	Daily Average		Total.
	In Richmond.	Out of Richmond.	
May	21,059	7,367	28,426
June	20,909	7,207	27,116
July	20,541	7,238	27,779
August	20,016	7,022	27,038

For four months..... 20,631 7,209 27,840

State of Virginia } ss:
City of Richmond }

I, G. M. Rawson, circulation manager of the NEWS LEADER, do solemnly declare that the statement of circulation given above is true and correct. G. M. RAWSON.

Subscribed and sworn to before me
this 6th day of September, 1912.

J. T. W. CURTIS,

Notary Public.

My commission expires May 24, 1915.

Followers of the race-track depend almost entirely upon records of "past performances" to pick winners. That's a good system for advertisers to follow.

PHYSICAL CULTURE

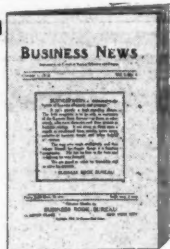
would like to be judged by its "past performances." That it is a consistent "winner" is proven by the fact that it carries more "weight" each issue in the shape of increased advertising.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

Get
Your
Free
Copy



THIS issue of BUSINESS NEWS contains an important article on "Practical Reading Course in Advertising". It is impartial and definite. It is not a "write-up". It contains no buncombe and no froth—just straight talk about how to get the most out of a selected list of great books on advertising.

To get it, simply ask for it. It's free. Pick up the nearest scrap of paper; write "Send me my copy of BUSINESS NEWS"; sign your name and address; mail at your first opportunity. It's very little trouble to get a mighty valuable article.

BUSINESS BOOK BUREAU

50 Mercantile Library Building, New York

Lynn, Mass., *Item*; Portland, Maine, *Express*.

The Southern Newspaper Association, consisting of about sixty live papers, have also been advertising the value of reaching the Southern markets through newspaper advertising.

DISPLAY ADVERTISING TO REFUTE FALSE CHARGES

Advertising to remove the stain of alleged moral obloquy is the latest phase of financial advertising in Chicago.

Following the activity of a recent grand jury in calling before it many people supposed to have knowledge of the vice conditions in the city, the State's attorney issued warrants by the wholesale and had the police stations filled with denizens of the underworld. The raids were made suddenly in several parts of the city and were immediately followed by a pseudo attempt to punish the owners of property used. On a Saturday afternoon warrants were served on Harrison B. Riley and Justin M. Dall, president and secretary of the Chicago Title & Trust Company, charging the company with being owner, in trust, of one of the resorts. The fact was duly advertised through all the press agencies and the Sunday Chicago papers had double-column cuts of the wealthy trust company president.

The following Tuesday, investigation disclosed that, on account of faulty city maps, from which the legal description of the property was obtained, the company owned the lot next door to the house raided, and had no interest in the other property. The State's attorney promptly issued a statement to this effect and the papers printed it and the cases were dismissed.

That night the evening papers carried display ads, nine inches, four column, giving a chronological account of the arrest and dismissal signed for the Chicago Title and Trust Company by Mr. Riley.

The ad says: "The directors of the company are well aware that many persons have read the charges who have not had an equal opportunity to become advised of their retraction. They are also of the opinion that no adequate reparation can be expected for the damage to the good name of the company and its officers, but they conceive it to be their duty to give as wide publicity, as lies within their power, to the truth, to the end that the damage to the company and its officers shall be minimized as much as possible."

BARRELL LEAVES REPRESENTATIVES' RANKS

A. C. Barrell has given up his work as a representative of the *Housekeeper* and expects to engage in agency work for himself. Mr. Barrell has resigned as president of the Representatives Club and Owen Fleming of the *People's Home Journal* will fill the vacancy until the club's annual election of officers. This election will be held at the Hotel Martinique on November 11 at noon.

STATEMENT OF THE OWNER-
SHIP, MANAGEMENT, CIRCULATION, ETC.

Of PRINTERS' INK, published Weekly at New York, N. Y., required by the Act of August 24, 1912.

Note:—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office.

Editor, John Irving Romer, 12 West 31st Street, New York.

Managing Editor, Lynn G. Wright, 12 West 31st Street, New York.

Business Manager, J. M. Hopkins, 12 West 31st Street, New York.

Publisher, PRINTERS' INK PUBLISHING COMPANY, 12 West 31st Street, New York.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.) John Irving Romer, 12 West 31st Street, New York; Richard W. Lawrence, 12 West 31st Street, New York.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities:

None, except notes, not having yet matured, and having been given Mrs. Jennette R. Rowell, 10 Spruce Street, New York, in payment for preferred stock which she owned until Dec. 1, 1910, the common or voting stock having been purchased for cash prior to that time.

Average number of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

JOHN IRVING ROMER.
(Signature of editor, publisher, business mgr. or owner.)

Sworn to and subscribed before me this 30th day of September, 1912.

Notary Public No. 141, Kings Co.
(Signed) CHARLES C. FINK,

60

Notary Public 3190.

(My commission expires Mar. 30, 1913.)
Certificate filed in New York County.

Dr. R. M. Sterrett, formerly with the Kellogg Toasted Corn Flake Company, is now associated with Hill & Tryon, advertising agents, in their New York office.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Over One Billion
Dollars of
Manufactured
Products Are Now
Exported a Year

And this trade is increasing at the rate of ONE HUNDRED MILLION DOLLARS A YEAR.

Are you getting your share of this trade?

Our business is to supply you with a service that will help you realize your export possibilities. We are doing it for 700 other American manufacturers.

Do you know what this service is?

American Exporter

135 William Street
New York

SLIDES
ARTISTIC
ATTRACTIVE
ADVERTISING SLIDES
The quality of our slides is remembered long after the price is forgotten
NORTH AMERICAN SLIDE CO.
23 N. 9th St., Phila., Pa.
SLIDES

The Little Schoolmaster's Classroom

The advertising of charitable organizations and other organizations of that type is usually weak because of the lack of human interest. The Brooklyn Bureau of Charities has seen fit to put a trained advertising man in charge of its publicity work, and the two advertisements reproduced here—which are specimens of a long series—show something of the results. It seems a simple thing to introduce the human-interest element into advertising, but it takes the expert to do it, as a rule. This

A LITTLE BOY

sits on the doorstep of a tenement coughing, painfully drawing his breath, his weak hands folded in his lap, his feet resting on the cold pavement. He is in the second stage of consumption.

The physician knows he could be cured, but poverty stands in the way.

Yesterday we provided . . . nourishing diets, plus nursery services, to prevent consumption.

This year we've sent . . . consumptives to sanatoria. We are looking after the families while the breadwinner is recruiting health.

Today we need your help to carry on this work. Any amount—a dollar bill or a substantial check—will help bring happiness into one of these homes. Please send to Room . . . 69 Schermerhorn Street.

Brooklyn Bureau of Charities

Supported by Voluntary Contributions.

SHOWS AN APPRECIATION OF HUMAN INTEREST

advertising certainly should command attention.

* * *

Two advertising men were chatting. "Come," said one, "tell me how you get your copy together. I've read a lot of it, and really it seems wonderful to me how you do it. For a long time I have been wanting to ask you how you worked." The other man laughed

heartily. "My methods and my job," said he, "must be simple compared to yours. You have

How You Can Help the Poor Without Giving Them Money

A man comes to you with a story of distress. You give him a dollar or a meal and send him on his way. What, permanent good did you do?

Send him to us.

It has been our mission for thirty-four years to give all cases of distress immediate attention and to find means, suitable to the individual, to remove the cause and place him on the road to self-support.

Yesterday . . . new cases were received. Today we need . . . new friends to help care for them. Please send to Room . . . 69 Schermerhorn Street.

Brooklyn Bureau of Charities

Supported by Voluntary Contributions.

ANOTHER SET-YOU-THINKING AD

been a wonder to me, because it seemed that you were reaching out in directions that are denied to me."

And as they got into details their experiences showed what is nearly always true—that the job that looks so hard from the outside point of view is really not so difficult when once you get on the inside and see how things are done. The men handling the difficult jobs are just human beings, after all, and by exercising careful control of details and getting familiar with them they are able to do with ease what may look to be exceedingly difficult to others.

* * *

The contest in weird tobacco advertising that has been on for some time seems to be rapidly approaching the point where a mo-

tion for the organization of a society for the prevention of cruelty to readers will be in order.

Read the following samples of argument for the Omar cigarette, if you please:

OMAR REPORTS THE WORLD'S SERIES FOR
"THIS PAPER"

"A Tall Guy Winds himself up like
a Clock"

"And Shoots! The Batter gives the
Pill a Sock."

"And Forty Thousand Fans become
Insane"

"Because the Ball gets lost in the
Next Block!"

"They Cheer another Guy who 'steals
a Base'"

"By scraping all the Dirt up with his
Face!"

"And when the Game is Won, the
Wild-Eyed Mob"

"Jumps down and chases Both Teams
from the Place!"

OMAR TRANSPLANTS SOME MORNING
GLORIES

He lamped two Young Things in the
Breakfast Room,

Two early Morning Glories all in
Bloom;

Omar buzzed 'round them like a
Honey Bee,

And took them for a Joy Ride to
Grant's Tomb.

He smoked an Omar, singing like a
Lark.

This new book

PRINCIPLES OF ADVERTISING ARRANGEMENT

by

Frank Alvah Parsons

President of the New York
School of Fine and Applied Art

should be in the hands of all
who write or supervise copy—
\$2 postpaid. Money refunded
if unsatisfactory.

THE PRANG CO.
358 Fifth Avenue, New York

When words prove insufficient
—use Premium Inducement!

How? What? Where?

is featured by the National Premium
Clearing House, a perfect organization
for handling the details of your *indi-
vidual* plan. Particulars on request.

THE JOHN NEWTON PORTER CO.

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

Who'll Back Me With \$10,000?

I have a chance to buy out a small general advertising agency—located in New York—for about half what it's worth. Present owner has other business which takes all his time.

Agency doing a good business, stands well, and is making money. With the accounts it now has and those I'll put in—accounts on which I've thoroughly proved my merits and which I can hold against all comers—the agency will easily pay a net profit of around \$6,000 a year.

Two or three additional accounts of average size can be handled—and handled well—without adding to the staff. And I know just about where to get some new accounts.

I haven't enough money of my own to swing this. Need \$8,000 or \$10,000 more to close the deal and provide a working bank balance.

I'll make you a rattling good proposition if you're the right man and can put that amount in, either as an active or silent partner.

Suppose you look into this. If your letter shows you're ready to Talk Turkey, I'll put all the facts and proofs before you, face up. Address "M. C. R.," Box 27, care Printers' Ink.

INLAND ADVERTISING AGENCY

C. L. Watson, President

501 McCormick Bldg., CHICAGO

Complete selling plans, Newspaper and Magazine Advertisings, High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

Do You Want SALES? REPRESENTATION?

in Cleveland or Ohio territory by
Experienced Sales & Adv. Mgr.

Your proposition must have \$4000 possibilities. No investment schemes considered. Highest references. Replies confidential. Address "Sixth City," Box 25, care Printers' Ink.

They hit a tree! Omar described an Arc
Into the Branches . . . "Tis a
Pretty Thing"
"To Plant Two Morning Glories in
the Park!"

If the Omar cigarette is as bad as this verse, it surely couldn't be very much worse. What would the copy chief of a good agency say to an applicant for a job who submitted copy of this sort as a sample of what he could do? Judging from the amount of sales, the general public does not think as harshly about the cigarette as it once did, and some fine day some one will come along with copy that will tell us something about the quality of a good cigarette.

* * *

The customer said he wanted some *Bud* Underwear, and the obliging salesman, after admitting to the customer that he was not familiar with the "Bud" brand, put forth everything in his stock in the effort to please. "Wouldn't this B.V.D. suit you?" said he finally. "B.V.D.?" replied the customer. "That's what I meant!"

* * *

Get the fine finish. Get the details correct. Many a business story is spoiled by slight inaccuracy that is readily detected by those familiar with the business or the product described.

There's a fine little story going the rounds that has a strong business moral to it but which is spoiled because it is wrong in a vital point. The story tells how Cobb, of the Detroit Tigers, stole home, and it goes this way near the end:

"Now the Cleveland pitcher is winding up his arm. Round and round it swings. He poises himself—there is yet a fraction of a second in which he can recall his intended throw. Cobb is crouching like a tiger about to spring. Now—now! There is a white streak across the field—a cloud of dust at the home plate. The umpire stands with hands extended, palms downward. Ty Cobb is safe at home."

Just imagine a ball player attempting the squeeze play and waiting until after the pitcher ends his swing before springing! Everyone who has played ball and tried the squeeze play, or even watched it closely, knows that the player must have made his start and be at full speed when the pitcher is doing his winding. Otherwise he could never hope to beat out the throw.

* * *

One agency manager complains about the difficulty in inducing the men who have gained experience in New York and Chicago to leave these great centers of advertising for positions in the hustling middle class of cities. If this be true generally the middle class of cities ought to afford all the better opportunity for the newcomers.

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

We Help You to Sell in Canada

We have specially good facilities for the manufacture, storage and distribution of proprietary articles.

We have a large, modern, well-lighted, cleanly factory building in the heart of Toronto's manufacturing district and are already representatives of many of the best known proprietaries now operating in Canada.

We are also in a position to give you competent advertising advice and service.

Let us make you a proposition.

CANADA REPRESENTATIVES, Limited
192-196 Spadina Avenue TORONTO



Another class circulation puller.

Rev. Dr. J. Leonard Levy, one of the most popular, most influential men in Jewish circles in America, is starting a series of articles in The Pittsburgh Sunday Post.

THE PITTSBURGH POST

Daily and Sunday

Emil M. Scholz, General Manager

CONE, LORENZEN & WOODMAN,

Foreign Representatives.

NEW YORK.

CHICAGO.

Janesville, Wis., Third in State

There are 135 Rexall agencies in Wisconsin and of these Milwaukee stands first in sales, Racine second and Janesville third. "The Gazette" alone is used on the Rexall advertising and the fact that Milwaukee has a number of stores, Racine a chain of them indicates that the Janesville agency, a single store is a very good one.

You can get into practically 8000 homes in Southern Wisconsin through "The Gazette," the only medium that will give you entrance into these homes. There is no other way of reaching them. We co-operate with the advertiser in a personal way. Ask all about it.

THE JANESVILLE DAILY GAZETTE

M. C. Watson, Eastern Representative,
Flatiron Bldg., New York City.

A. W. Allen, Western Representative,
1502 Tribune Bldg., Chicago, Ill.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 125,000 or more German families consume that you reach by advertising with us. Rate, 35c flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

Declined Applications

About 15 per cent of all applications for Life Insurance are declined. A large percentage of the rejected can obtain insurance in strongest companies. I am a specialist and have saved clients thousands of dollars.

J. A. STEELE, 430 W. 118th St., NEW YORK

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

HB

If you are interested in moving your product at a *less* selling cost, we should be glad to talk preliminary plans with you. The number of "successes" which this Agency has produced, justifies your interest in our service. Write, on letterhead, for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

FOR QUICK RESULTS use the **DENVER WEEKLY POST**. Guaranteed paid circulation over 100,000. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads. 3c per word. Cash with order. Display advertising, 20c per line, \$2.80 per inch flat. Simple copy sent on request.

AD. WRITERS

ARTIST and WRITER. We make advertising illustrations and Write Copy. 12 years' N. Y. Agency and Technical Magazine Experience. **A. G. WONFER**, 31 Clinton St., Newark, N. J.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS** (Dept. C.) General Printers and Binders, 60 Murray St., New York.

FOR SALE

Harris Automatic Press

10 x 12 Two-color. Envelope and sheet feed. Good as new, having run but a short time. Bargain price. Address, "TWO-COLOR," Box 363, care of Printers' Ink.

HELP WANTED

EXPERIENCED advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. Exporters' Review, 80 Broad St., N.Y.

WANTED immediately by N. Y. Magazine, advertising solicitor in each of following territories: Illinois, Missouri, Michigan, Mass., Ohio. Circulation 75,000. Rates \$100. Write Box 345, care of Printers' Ink.

Electrical Advertising Man

wanted by a large electric manufacturing company. Must have a working knowledge of electricity and must have had experience in preparing advertisements, booklets, letters, etc. State previous experience, salary desired, and submit specimens of your work. Box 367, Printers' Ink.

WANTED—An advertising representative in New York and New England

for a well-established automobile publication. Terms—salary and traveling expenses. No application considered if experience and acquaintance have not been in the automobile trade in the territory mentioned. Would prefer advertising man acquainted with the automobile business, but would consider applicants who have been calling upon manufacturers in the automobile trade in the East. Communicate by letter only, giving full particulars, including age and experience and salary to start, etc. **CHILTON COMPANY**, Philadelphia, Pa.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing. Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

POSITIONS WANTED

SOLICITOR who has represented one of the large general magazines for the past six years would like to handle eastern territory for high class magazine. Address, Box 346, care of Printers' Ink.

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YOUNG man, 24, married, wishes position in advertising department in or near Cleveland; good habits, sound advertising ideas; L. C. S. student. **JOHN FYFE, 1946 East 10th Street, Cleveland, Ohio.**

WHO AM I? I am the author of the want ads in recent numbers of Printers' Ink headed "The Stuff," "I can say it as though I meant it," "To the Point," and "Ideas." Look them over. If they interest you, address "STARCH," Box 344, care Printers' Ink.

ADVERTISING ASSISTANT

desires position, mercantile or advertising house; well versed in all branches of magazine and catalogue advertising; good art and printing critic; also proofreader. **J. S. EDELSTEIN, 76 East 119th Street, N. Y.**

EXPERIENCED manager and solicitor familiar with advertising detail, capable correspondent, desires position as office manager, assistant or other inside connection with newspaper, magazine or commercial concern. **Box 366, care of Printers' Ink.**

ACTIVE young man with good general business experience has just completed I. C. S. course and desires to get into advertising field. 2 years' stenographic, corresponding and book-keeping experience; 4 years as traveling salesman. A-references. Age 26; married. Address, **Box 363, Printers' Ink.**

Advertising and Business Manager,

ten years' experience on city dailies, will consider change. Capable, reliable and good executive. If you have a worth while place for such a man it will pay you to write "S. M. C.," **Box 362, care of Printers' Ink.**

I Can Represent

one additional class publication. Must be responsible concern. I cover New York, Philadelphia and Boston. 10 years' advertising experience. A1 references. Commission basis. **Box 368, care of Printers' Ink.**

ADVERTISING Manager of large manufacturing concern wishes to become associated in same capacity with smaller concern that believes its present business could be increased by more aggressive and efficient merchandising methods. Am particularly interested in communicating with a concern willing to offer stock in the company providing work warrants it. **Box 410, care of Printers' Ink.**

Philadelphia Promotive Man

The past few years of my life have been spent with a most successful house where I have gained sufficient experience in creative and promotive work to qualify me to join your staff and help increase your sales. Tell me your proposition in or near Philadelphia and let us talk it over in detail. 32 years old. Married. In love with salesmanship. Address, **Box 348, care of Printers' Ink.**

Technical Advertising Specialist

with record for planning and executing successful campaigns for mechanical products, seeks position as advertising manager for machinery or engineering firm, or on agency copy staff. Experienced in making small appropriations do big things—in selecting the pulling mediums in the trade and technical press—in reducing technical language to everyday English—in digging up new selling points for old propositions—in producing business-bringing catalogs, booklets, form letters, etc. Has served as editor of technical papers. Work and references back his claims. Address, **Box 360, Printers' Ink.**

Here's a man who wants to write advertising copy

He has the knack of clear expression joined to a native sincerity that makes whatever he says convincing. He may not be a genius, but he has the capacity for taking infinite pains. He has proof that his copy pulls well. He is going to be a find to someone. Write, "W. L.," 208 West 119 Street, N. Y. C.

A HUNDRED POINT MAN CHEAP AT \$50 A POINT

ADVERTISING MANAGER, Canadian, experienced, successful, seventh year in present position (Department Store doing million dollar business), thoroughly conscientious, good systematizer, keen observer, forcible and convincing writer, capable manager and executive, with originality, judgment and initiative evenly developed, fine record showing steady advancement, age 33, married, wants New York or Boston connection. Salary, \$5,000 a year. Best of New York and Boston references. "AD MAN," **Box 341, care of Printers' Ink.**

Advertising Counselor

An active and seasoned advertising man located near Boston is in position to give expert service as counsel or critic to congenial clients. Many years of practical business experience and enthusiastic study have developed the ability to give intelligent and critical advice concerning sales and advertising plans. Special attention to trade campaigns. Prepared to do special work in the way of writing copy for advertisements, circulars or booklets, planning layouts and preparing dummies. Will plan and direct entire campaigns for concerns beginning to advertise or whose previous work needs improving. A letter stating your needs will have attention without any obligation on your part. **Box 361, care Printers' Ink.**

Assistant to Advertising Manager

You're looking for an assistant with my experience—three years as correspondent for large firm; one year as partner to printer, specializing on circular letter and mail order printing; two years as copy writer for advertising agency; six months as correspondent and ad writer for a jobbing and manufacturing house, and five months as copy writer for a trade paper. The knowledge I gained in the printing business, my ability to write interesting sales letters, my experience with follow-up systems and the fact that I have written many regular and trade paper advertisements should make me valuable to some big, busy advertising manager. My age is 26 years. I am married. Let me prove my efficiency. Address **Box 364, Printers' Ink.**

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,223. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Average Aug., 1912, 8,890 daily. A. A. A. ex. regularly.

CALIFORNIA

San Diego Union. Sworn circulation, July, 1912, Daily, 10,967; Sunday only, 15,729.

San Francisco *Examiner*. Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,762. Average, Daily only, net paid, 97,837; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circulation of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest on the Pacific Coast, as is largest of any morning or evening newspaper in America selling for more than one cent.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,861; 1911, 7,392.

Meriden, *Morning Record & Republican*. Daily av.: 1900 7,709; 1910, 7,892; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

New London, *Day Evening*. Circulation, 1910, 6,992; 1911, 7,141. Double all other local papers.

Norwalk, *Evening Hour*. Average circulation 1911, 3,648. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,515; Sunday, 7,589.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos.' 12, 64,184. (C.C.) Carrier delivery.

ILLINOIS

Chicago *Examiner*, average 1911, Sunday 841,623, Daily 216,695, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT. The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending Sept., 1912, 16,433; Sept. average, 17,336. Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,337. Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114. Peoria, *Evening Star*. Circulation for 1911, 21,140.

INDIANA

South Bend, *Tribune*. Sworn average Aug., 1912, 12,582. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,381. "All paid in advance." Des Moines, *Register & Leader* (av.'11), 35,383. *Evening Tribune*, 20,216 (same ownership). Combined circulation 85,579—35% larger than any other Iowa paper. Supreme in want ad held. Washington, *Eve. Journal*. Only daily in county. 1,986 subscribers. All good people. Waterloo, *Evening Courier*, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, *Item*, 1st 6mo. 1912, daily av. net, 45,870. Sun. av. net, 48,744. A. A. A. examination.

MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,873. Largest and best circ. in Cent. Me. Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. - Average for 1911, daily 17,626. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Sept., 1912, 79,648.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 124,614—Dec. av., 127,178.

Sunday 1911, 323,147—Dec. av., 324,476. Advertising Totals: 1911, 8,576,961 lines Gain, 1911, 447,963 lines

3,237,321 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest Sept. of the *Boston Post*. Circulation averages: *Daily Post*, 618,835, gain of 51,929 copies per day over Sept., 1911. *Sunday Post*, 315,604, gain of 23,104 copies per Sunday over Sept., 1911.

Boston, *Herald and Traveller-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 3,405. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 18,839; 1910, 16,862; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, *Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,312. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 31,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,738.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 75,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for Sept., 1912, evening only, 82,045. Average Sunday circulation for Sept., 1912, 84,830.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,315.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,360 daily average 1st 4 mos. 1912.

Camden, *Post-Telegram*. 10,416 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,238; '11, 20,116.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,268. *Enquirer*, evening, 33,821.

Buffalo, *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

NEW YORK CITY

The *Globe*. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 127,713. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. J. lecty. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75% "home" cir. eve Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*. mo. Average for 1911, 2,638.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 125,191. For Sept., 1912, 110,742 daily; Sunday, 136,481.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,606 average. Sept., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Wilkes-Barre, *Times-Leader*, evening, 13,401 net, sworn A. A. A. examination.

Williamsport, *News*, eve. Net av. 9,823, June, 1912, 9,782. Best paper in prosperous region.

York, *Dispatch and Daily*. Average for 1911, 18,927. Covers its territory.

RHODE ISLAND

Fawcett, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,067 (©©). Sunday, 22,668 (©©). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,239.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A. Burlington, *Free Press*. Examined by A. A. A. 8,958 net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.). Aver. Sept., 1912, 8,254. *The Register* (morn.), av. Sept., '12, 3,128.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 23,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,388. Tacoma, *News*. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago. Janesville, *Gazette*. Daily average, August, 1912, daily 6,023; semi-weekly, 1,700.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.), *Journal-News*. Average Sept. 1912, circulation, 7,990. Av. 6 mo. 7,068.

MANITOBA, CAN.

Winnipeg, *Des Nordwesten*. Canada's National German weekly. Av. 1911, 23,026. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 5,635.

QUEBEC, CAN.

Montreal, *La Patrie*. Ave. year 1911, 44,902 daily; 55,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word: 5 cts. for 7 times. NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Sept., '12, amounted to 301,735 lines. The number of individual advertisements published was 45,613.

by Printers' Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ **THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. ★

NEW YORK

★ **THE Albany Evening Journal**, Eastern N. Y.'s best paper for Wants and Classified Ads.

★ **THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

★ **THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

★ **THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

★ **THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

★ **The Mobile Register** (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

★ **The Evening and Sunday Star**. Dy av. 1st 4 mos. '11, 64,184. (◎◎) Delivered to nearly every home.

ILLINOIS

★ **Bakers' Helper** (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

★ **Louisville Courier-Journal** (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

★ **Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (◎◎). **Boston Evening Transcript** (◎◎), established 1800. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (◎◎). Only French paper among 75,000 French population.

MINNESOTA

★ **The Minneapolis Journal** (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

★ **Brooklyn Eagle** (◎◎) is THE advertising medium of Brooklyn.

★ **Dry Goods Economist** (◎◎), the recognized authority of the Dry Goods and Department Store trade.

★ **Electrical World** (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

★ **Engineering Record** (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

★ **New York Herald** (◎◎). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

★ **The Evening Post** (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting **The Evening Post**." —Printers' Ink.

★ **Scientific American** (◎◎) has the largest circulation of any technical paper in the world.

★ **The New York Times** (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

★ **New York Tribune** (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

★ **The Press** (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

★ **Providence Journal** (◎◎), only morning paper among 600,000 people.

TENNESSEE

★ **The Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

★ **The Seattle Times** (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

★ **The Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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ANNOUNCING

A Change in Size, Title and Policy

Readers of The Fruit-Grower are not growers of fruit exclusively. They are mainly general farmers, interested in fruit growing, the average farm comprising 160 acres.

We are going to make this publication of *more* interest than ever to our readers and, commencing with the October number, we will carry, every month, interesting articles pertaining to various phases of general farming. Commencing with the October edition The Fruit-Grower will be known as

The Fruit-Grower and Farmer

"The National Farm Magazine," ST. JOSEPH, MO.

As heretofore, The Fruit-Grower and Farmer will be the leading exponent of the great cause of horticulture, but will have this general agricultural matter in addition. An expert Agricultural Editor will have charge of this feature.

The size of The Fruit-Grower will be changed, making the page slightly shorter and more convenient to handle. An up to date rotary magazine press has been installed in our plant by R. Hoe & Co., and the October number will be the first edition on this new machine, which will enable us to get the publication in the mails more rapidly.

This new feature will make The Fruit-Grower and Farmer a better puller for advertisers than ever before. A heavy sample copy edition of October will be sent out on account of this change in policy.

The United States Census report shows that fruit-growing farmers have a buying power 2.61 times that of any other rural class.

The 100,000 members of The Fruit-Grower family, therefore, can and do buy as much as 261,000 of any other rural population.

Old rates will hold good until September 1st, 1913, to all patrons who make reservation for space AT ONCE.

The Year 1912 has been a record breaker for our readers on all classes of crops. Send copy early for November numbers. Last forms close October 28th.

By no other methods can you so cheaply reach such a high grade list of 100,000 prosperous general farmers and fruit-growers. Tell them your story.

They have the price to buy your goods—it's up to you.



The Fruit-Grower and Farmer

"The National Farm Magazine" ST. JOSEPH, MO.

BRANCH OFFICES AND REPRESENTATIVES

CHICAGO	- -	J. C. Billingsale, 816 First National Bank Building
NEW YORK	- -	A. H. Billingsale, No. 1 Madison Avenue
ST. LOUIS	- -	A. D. McKinney, 3d National Bank Building
KANSAS CITY	- -	Mart C. Barrons, 821 New York Life Building
MINNEAPOLIS	- -	Roy R. Ring, 711 Globe Building

Member "Foremost Farm Papers"—The Million and a Quarter List

Reg. Trade Mark, Bro. Jonathan

The Century Magazine stands in the forefront of those journals which are known as moulders of public opinion.

The information it gives to its readers is authoritative.